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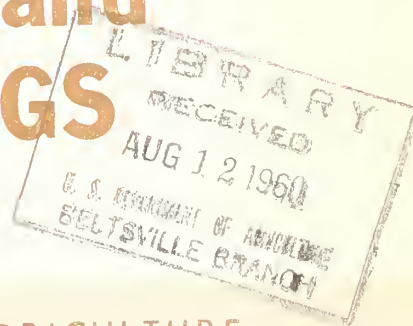
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# Homemakers' Use of and Opinions About EGGS



UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service  
Market Development Research Division

## P R E F A C E

This report deals with homemakers' use of and opinions about shell eggs. It provides data on some of the factors affecting household consumption of eggs, which, on a per capita basis, has been declining. It is one of a series of consumer studies on farm products conducted by the Market Development Research Division, Agricultural Marketing Service, as part of a broad program of continuing research aimed at expanding the markets for farm products.

The Market Development Research Division assumed major responsibility for the study, with cooperation and advice during the planning stage from other Divisions in the Department and from staff members of the University of Rhode Island Agricultural Experiment Station; Pennsylvania State University, College of Agriculture; Poultry and Egg National Board; Institute of American Poultry Industries; American Stores Company; and National Association of Food Chains.

The project was under the general direction of Trienah Meyers. National Analysts, Inc., of Philadelphia, Pa., under contract with the Department, developed the questionnaire, conducted the survey, and prepared a draft of the report.

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## H I G H L I G H T S

Although eggs are used mainly as a breakfast food, 2 out of 5 individuals in the United States do not eat them regularly for breakfast, as ascertained in a sample survey of some 2,450 randomly selected homemakers.

In contrast to many other foods which have important taste appeals ("juices are refreshing"; "fried chicken tastes good"), this study shows that homemakers view eggs primarily as a food which is related to health needs. In fact, they rate eggs as the most healthful of the common breakfast foods. When taste factors do operate, the study indicates, they tend to be a barrier to the use of eggs. This is indicated by the fact that, according to homemakers, a relatively large proportion of those who do not eat eggs regularly simply do not like eggs.

The level of energy required by the person's daily activity is regarded by homemakers as the main health factor governing the kind of breakfast one should eat. The homemakers were more likely to think in terms of what size breakfast would be adequate, rather than whether or not eggs should be included; but to nearly all of them, inclusion or exclusion of eggs or a change in the number of eggs was a key difference between sizes of breakfasts. A "large or substantial" breakfast usually includes two eggs; a "medium" breakfast usually includes one egg; a "small or very light" breakfast, no eggs.

Homemakers easily recognize that "hard work" (laboring, for example) makes high demands upon one's energy and requires a "good" breakfast. The majority, however, do not see that individuals involved in the less obviously strenuous kinds of daily activity still have energy requirements that call for a "good" breakfast. Examples of such individuals are housewives and office workers. Many also think that individuals who are concerned about their weight should eat small breakfasts. If such people could become convinced that they, too, need a "good" breakfast, eggs would almost automatically be included.

Cereals (hot and cold) do compete to some extent with eggs, but many individuals usually eat both for breakfast. More important, many do not eat either eggs or cereals.

Those whose usual breakfast includes eggs are very likely to eat meats and breads, too; individuals omitting eggs are much less inclined to have meats and breads.

For many, especially younger people, the hectic activities of the "morning rush" interfere with eating eggs for breakfast.

For a small group, mostly older men and women, health factors operate against the use of eggs. More of this group mentioned a health condition that eggs might aggravate (such as allergies and digestive problems) than mentioned worry over the theory about a possible effect of eggs on the heart or circulatory system.

Among those homemakers who had heard or read anything "lately" about eggs and health, more were aware of favorable information than unfavorable.

Use of eggs as a main dish for noon or evening meals is limited by the homemaker's desire for variety in the day's menu. The main reason given for having eggs at these meals is that they are easy and quick to prepare. In fact, most homemakers say that eggs are no trouble to fix, for any meal.

Homemakers are quite concerned about getting "good quality" eggs, but do not appear to experience any great difficulty in obtaining what, to them, are "good quality" eggs. Although many homemakers are aware that there are grading standards for eggs, they do not seem to understand exactly what these grades signify.

Price is not reported by homemakers as a key factor limiting consumption of eggs. Actually, the evidence indicates that it is people of higher socio-economic status who are more likely to show lower levels of egg use and to be prone to accept a "small" breakfast as being adequate.

For the most part, homemakers did not report a change in the total number of eggs used per week, compared with two or three years previously. It is in the use of eggs for baking that decreases were most frequently reported. One of the factors here is increased use of baking mixes. It is possible that some homemakers actually were using fewer eggs per week, but that the number of eggs involved was so small they were not aware of the decrease. If this is true, it would indicate that, for such homemakers, any decline is not due to a strongly felt negative attitude toward eggs.



# HOMEMAKERS' USE OF AND OPINIONS ABOUT EGGS

By Margaret Weidenhamer, project director  
Market Development Research Division

## INTRODUCTION

### Background

At the time this study was started, estimated egg consumption per person had been decreasing steadily for several years, and further decreases were predicted. An apparent decline in demand for eggs among household consumers was thought to be a key factor in this downtrend.

This survey was conducted to provide some insight into influences on egg consumption at the household level by obtaining data on patterns of use of shell eggs among household consumers, factors associated with these patterns, and consumer opinions and purchasing practices with respect to eggs. The results of the study should be helpful in evaluating the potential market for this farm product and in planning programs aimed at encouraging increased demand among household consumers.

### When and with Whom Interviews Were Taken

The interviewing took place during November and early December 1958. The study was conducted among a probability sample of private households (including one-person households) selected to be representative of all such households in the United States. Data for each household were obtained by trained personnel through a personal interview with the homemaker (the person with major responsibility for purchasing and preparing food).

No substitution of households was permitted in the sampling procedure. Repeat calls were made at each assigned address where an interview had not yet been taken. Eighty-seven percent of the households in the sample

were successfully interviewed. The total number of questionnaires completed was 2,452. Details of the sampling procedure and a discussion of sampling error are included in the appendix.

### Design of the Questionnaire

Market researchers of the Department discussed the proposed study with specialists in the field to ascertain what kinds of information should be gathered. Many possible explanations were advanced for the declining demand which underlay the long-time decline in per capita consumption of eggs; the list of kinds of information which members of the industry would consider helpful grew rapidly. It soon became apparent that no one study could prove or disprove all the hypotheses suggested, or answer all of industry's questions. It was decided to gather as many data as possible within an interview of reasonable length, from a respondent's point of view, trying to cover the points which it appeared would contribute most to an understanding of the situation.

In designing the questionnaire, it was also necessary to consider the strong possibility that eggs are one of a class of products to which consumers automatically assign high virtue when asked about them directly. On being asked direct questions about such items, respondents tend to give "socially acceptable" answers, or replies that they believe are "right." Such responses, however, may differ considerably from what the person being interviewed really does or feels.

To construct a final questionnaire which would hold respondents' interest and still give maximum unbiased information, considerable time and effort were spent in testing alternative interviewing techniques.

It was believed, and the pretest substantiated the view, that employing indirect techniques in the initial part of the interview would produce valuable information about attitudes toward breakfast in general and would also produce a flow of more valid information. Therefore, the first section of the questionnaire was constructed as follows: Respondents were first asked to indicate, with the aid of a card listing the more usual breakfast foods, what items they would include in a menu for a large, a medium, and a small breakfast. Then they were given a packet of nine photographs--each a picture of a man or woman, representing different ages and types of occupations. The task was to sort the pictures according to the type of breakfast the individual depicted should eat, and to explain the reasons for the selections.

The next question was the first to deal directly with eggs as such. Respondents were handed a card listing different kinds of people (men in their 50's or 60's, women in their 50's or 60's, men in their 30's, etc.) and asked which groups they thought would not eat eggs regularly for breakfast, and why.

Pretesting indicated this approach had several advantages in addition to those outlined above: Since it was very popular with respondents, it was an excellent way to "warm up" the interview session. Women enjoyed talking about what other people did and should do; they especially enjoyed looking at the pictures and discussing them. This created a high degree of interest in the questionnaire on the part of respondents, and their interest was sustained through the more tedious but equally important questions which followed.

In designing this survey and the final questionnaire, a sharp distinction was made between practices with respect to the use of eggs and the factors or forces underlying practices. These factors or forces fall into two broad areas--the psychological and the sociological.

The psychological factors are the motivations, perceptions, and attitudes which lead individuals to use or not to use eggs. The role of health needs leading to either use or nonuse of eggs is an example of this area. Another example would be the role of attitudes toward the cost of eggs. Still another example would be attitudes toward the use of eggs for meals other than breakfast.

Once the practices, motivations, perceptions, and attitudes of individuals are obtained, it is useful to know the extent to which various groupings of consumers differ or are alike in these matters. Groupings in terms of income levels, educational levels, age levels, urban-rural residence, etc., then are studied. This represents the sociological area.



# SURVEY RESULTS

## Attitudes toward Breakfast and Breakfast Foods

Breakfast represents one of the most important avenues for the consumption of eggs. It could present, also, the greatest potential for increase in egg consumption. For these reasons, it was regarded as important that an analysis be made of the homemaker's attitudes toward breakfast and the role of eggs within the complex of breakfast foods.

Large, medium, and small breakfasts.--The exploratory interviewing had shown that people think of breakfast in terms of its "size" -- whether one eats a large, medium, or small breakfast. These distinctions were maintained in the survey.

To open the interview, homemakers were handed a list of the more usual breakfast foods and asked to give three menus: One for what they would call a "large or substantial" breakfast, one for what they thought would be a "medium" breakfast, and one for a "small or very light" breakfast.

The image most homemakers have of a large or substantial breakfast is:

- Juice or fruit
- Meat (bacon, ham, or sausage)
- Eggs
- Cereal (hot or cold)
- Bread (toast, rolls, etc.)
- Coffee or tea

Eggs were considered part of a large breakfast by 94 percent of the homemakers, and in most cases (72 percent) this would be two eggs (table 1 in the appendix). Since the discussion of breakfast was the first area covered in the questionnaire and the homemakers were not aware then that eggs were the major topic of interest in the survey, it is unlikely that frequency of mention of eggs was influenced by the interview itself.

Most respondents felt a "medium" breakfast would consist of:

- Juice or fruit
- Eggs
- Bread
- Coffee or tea

Meat was omitted from the "medium" breakfast by the majority of homemakers, and a decided shift occurred in the extent to which eggs were part of the menu. Of the homemakers, 70 percent included eggs in their concept of a medium breakfast (in contrast to 94 percent doing this for a large breakfast), but for most of them this would be only one egg rather than the two eggs in a large breakfast.



A "small or very light" breakfast would include:

Juice or fruit

Bread

Coffee or tea

Only 22 percent of all homemakers thought of eggs as a part of a small breakfast. When eggs were included, almost invariably only one egg was considered. Cereals, hot or cold, were mentioned by 29 percent.

The view that eggs would be part of a large breakfast did not vary appreciably with the background of the homemakers. There were some background differences, however, among the homemakers who did or did not mention eggs in medium and small breakfasts (table 2). Homemakers less likely to mention eggs in smaller breakfasts included those who live in larger communities, those with higher family income, those with more education, and those with a lower family level of egg use for breakfast. 1/

Types of people and size of breakfast requirements.--In order to explore the psychological factors associated with attitudes toward size of breakfast, a picture-commitment technique was employed. Nine photographs were selected to illustrate age and occupational differences for men and women. The pictures, shown in figures 1 through 9, 2/ represented:

1. A Young Working Man
2. A Young Housewife
3. A Male Student
4. An Elderly Woman
5. A Young Male Teacher
6. A Middle-Aged Executive
7. A Female Student
8. An Older Man
9. A Young Female Office Worker

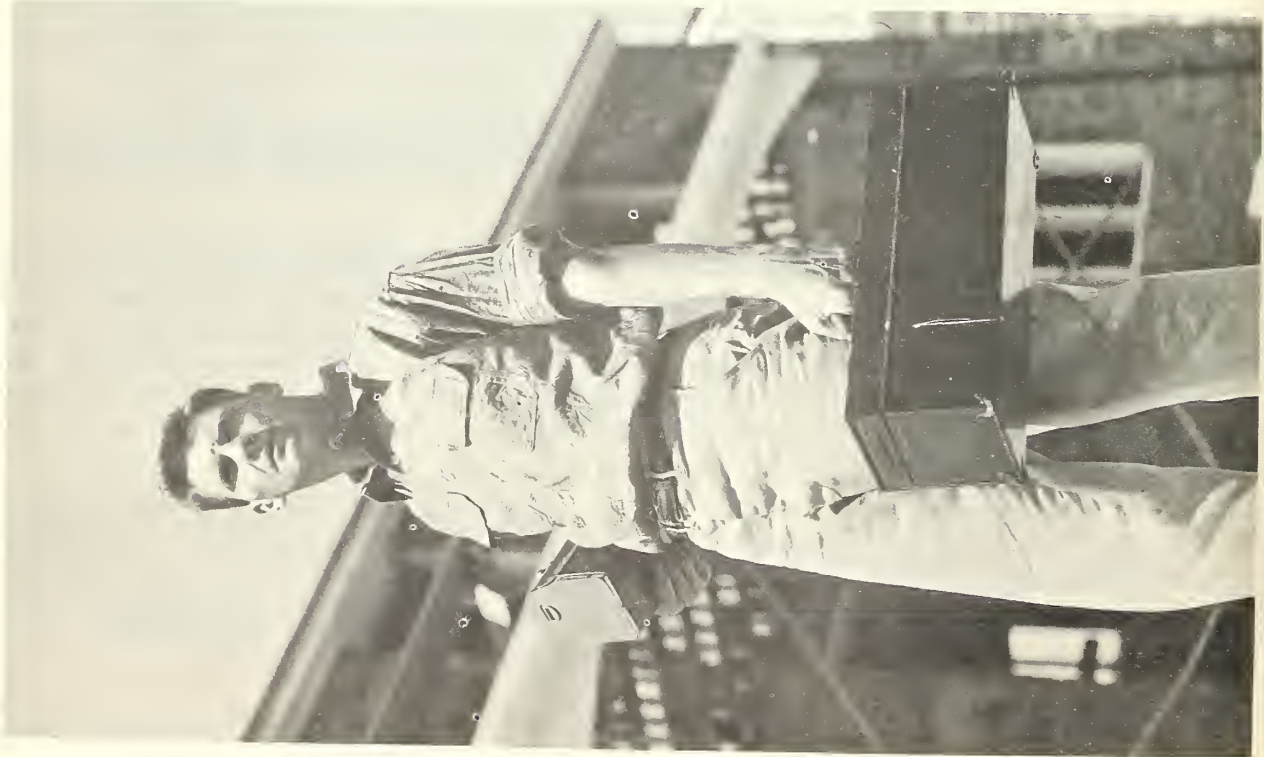
No photographs of young children were used because there was little consistency in definition of what constitutes a "large" breakfast for adults and for children.

The homemakers were handed all of the pictures and asked to put them into three piles, according to how big a breakfast they thought the individuals depicted ought to eat. Pretesting had indicated that respondents could make their decisions with no difficulty when they were instructed that the first group was to be those who could eat just a small or very light breakfast, the second those who could eat just a medium breakfast, and the third those who should eat a large or substantial breakfast.

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1/ Computation explained on page 34 of the appendix.

2/ Copyrighted photographs reproduced in this publication through the courtesy of H. Armstrong Roberts, photographers, Philadelphia, Pa.



Proportion of homemakers who said  
THIS YOUNG WORKING MAN—

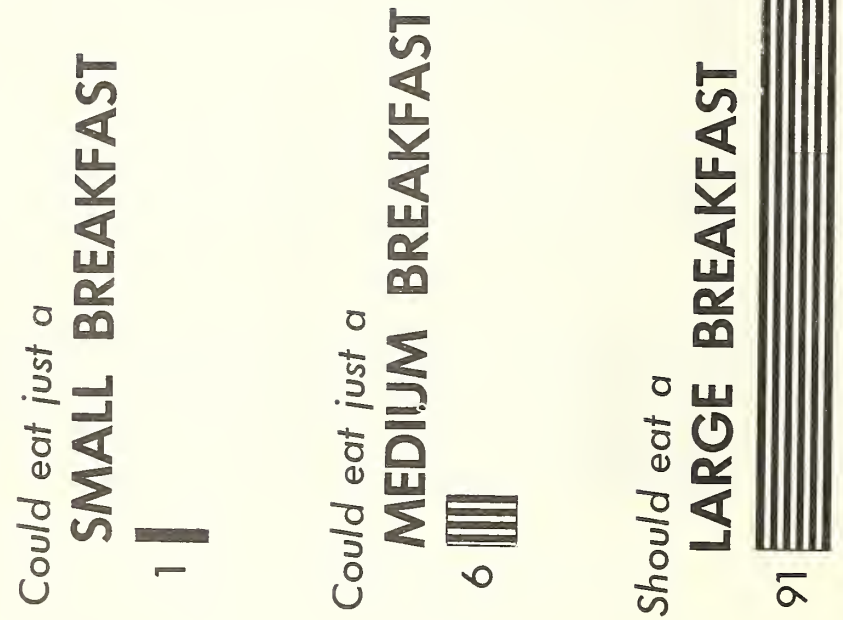


Figure 1

Proportion of homemakers who said  
THIS YOUNG HOUSEWIFE—

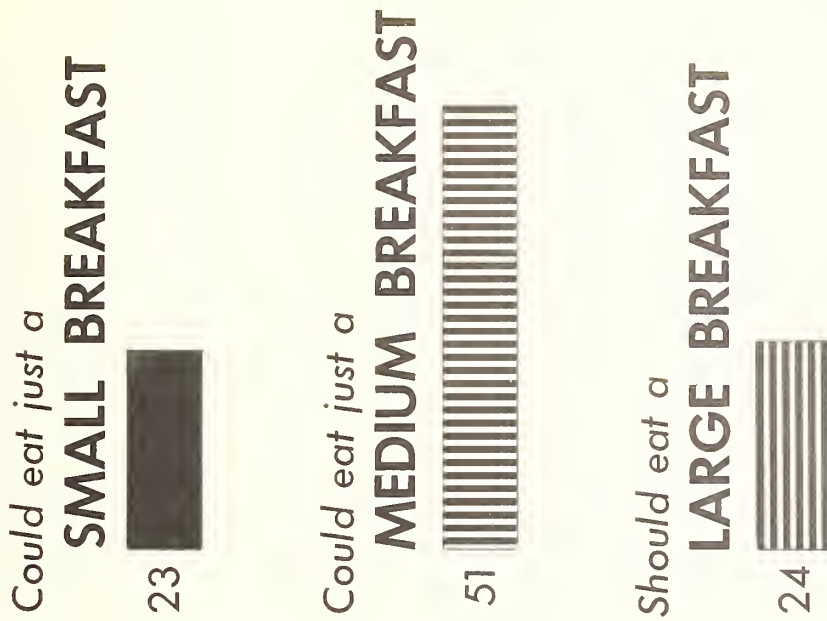


Figure 2





Proportion of homemakers who said  
THIS MALE STUDENT—

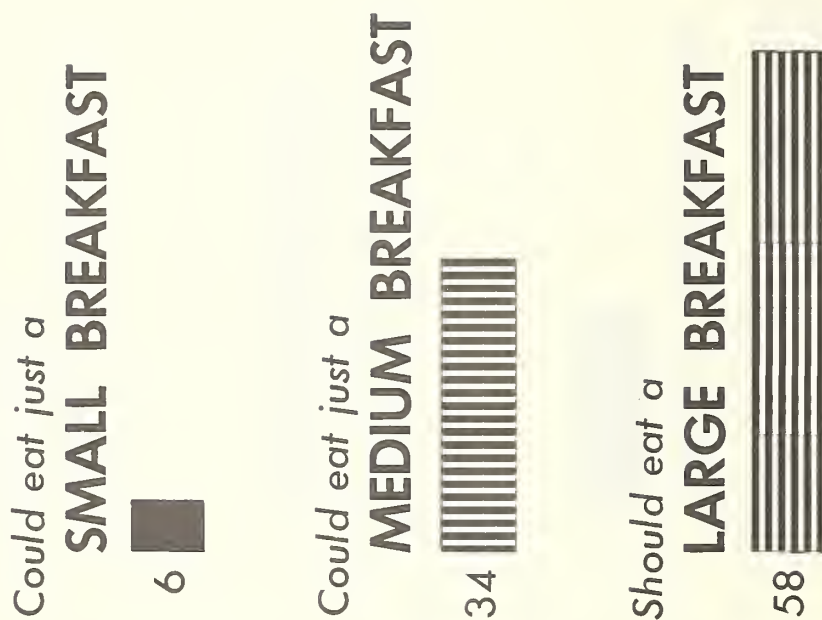


Figure 3



Proportion of homemakers who said  
THIS ELDERLY WOMAN—

Could eat just a  
**SMALL BREAKFAST**



Could eat just a  
**MEDIUM BREAKFAST**



Should eat a  
**LARGE BREAKFAST**



Figure 4

NEG. 7801-60 (4)



# Proportion of homemakers who said THIS YOUNG MALE TEACHER—

Could eat just a

## SMALL BREAKFAST

13

Could eat just a

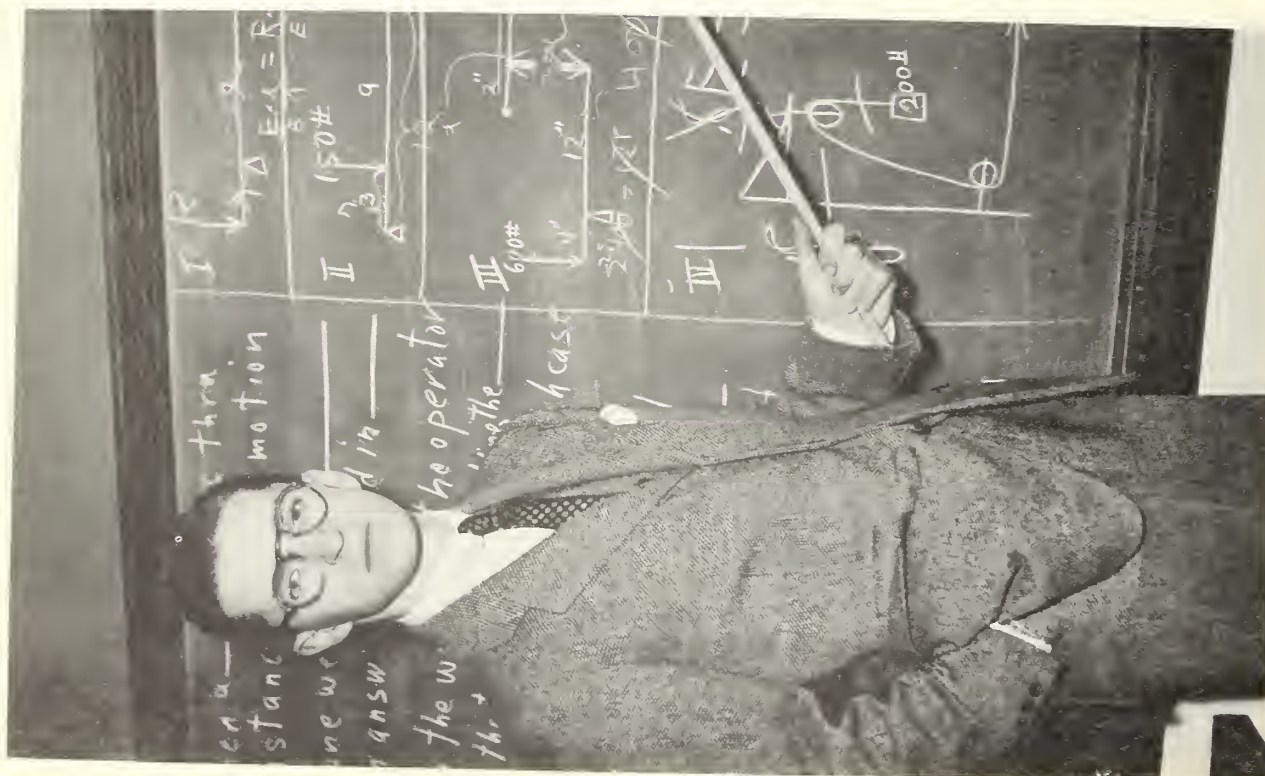
# MEDIUM BREAKFAST

60

Should eat a

## LARGE BREAKFAST

26



Proportion of homemakers who said

THIS MIDDLE-AGED EXECUTIVE—

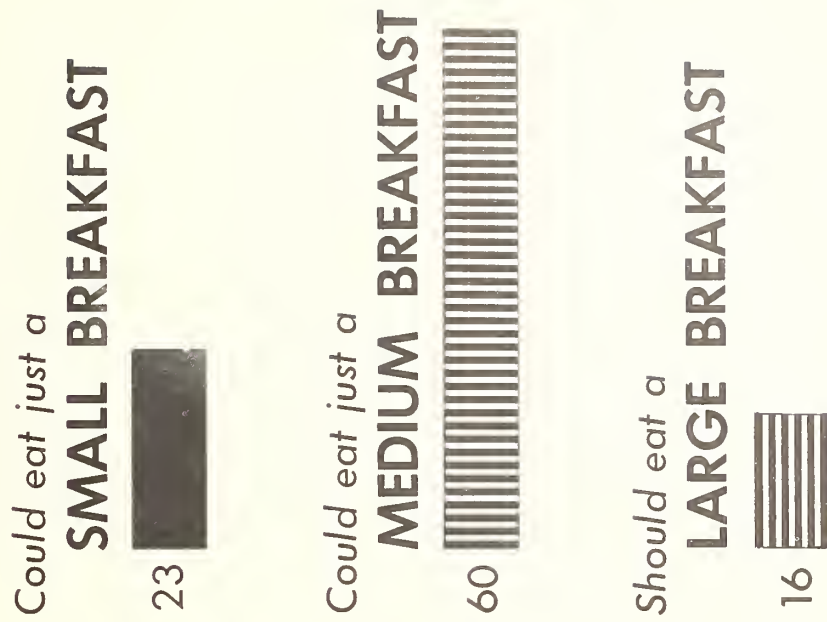


Figure 6

NEG. 7803-60 (4)







Proportion of homemakers who said

THIS FEMALE STUDENT—

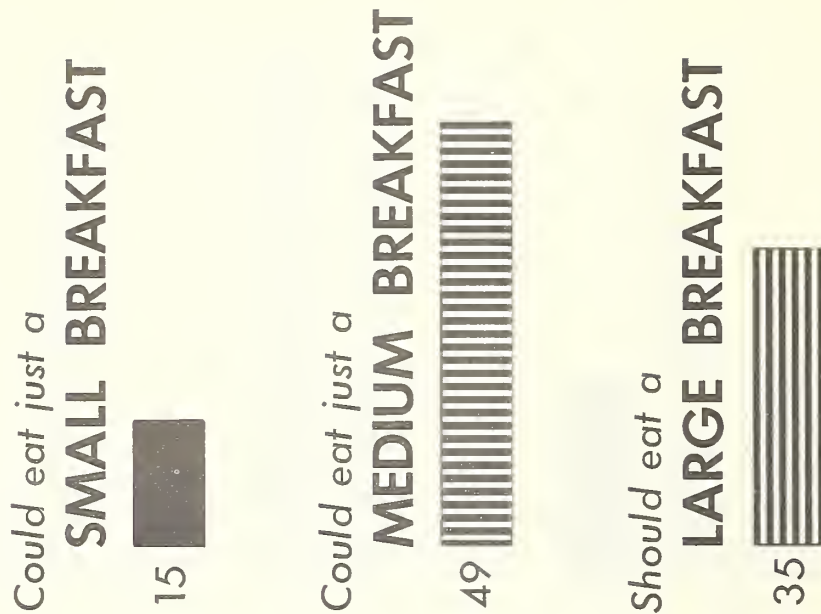


Figure 7





Proportion of homemakers who said  
THIS OLDER MAN—

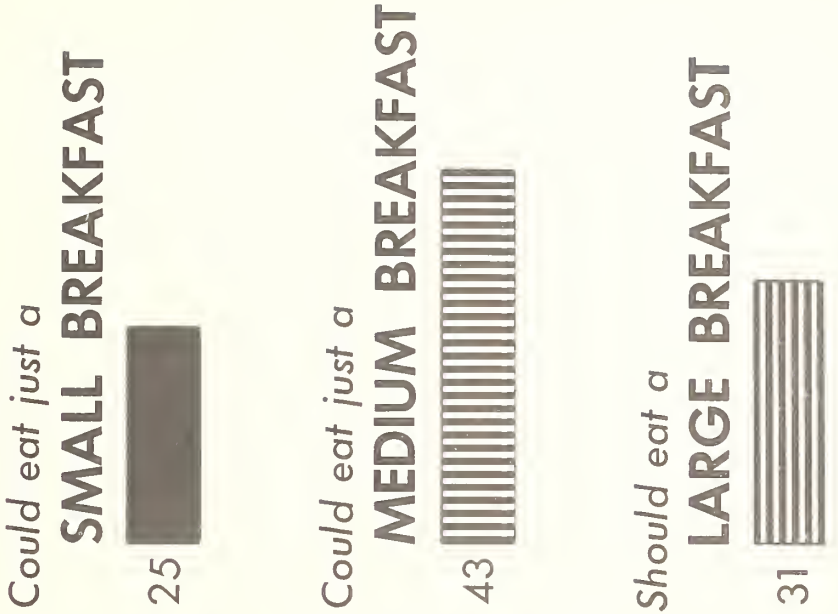


Figure 8



Proportion of homemakers who said

THIS YOUNG FEMALE  
OFFICE WORKER—

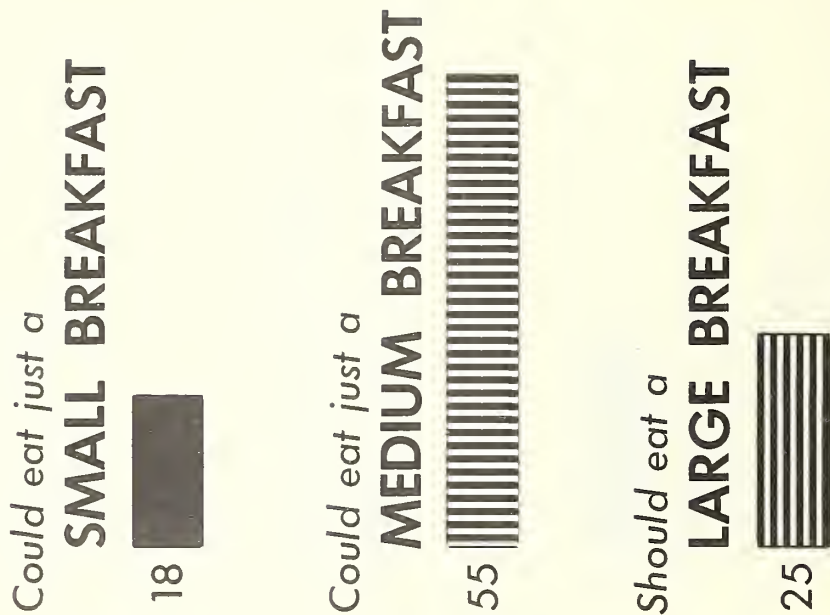


Figure 9

The predominant choice for a small or light breakfast was the Elderly Woman (fig. 4), who was selected by 71 percent of the respondents. The Older Man (fig. 8), the Young Housewife (fig. 2), and the Middle-Aged Executive (fig. 6), were each chosen by about 25 percent. Approximately 15 percent selected the Young Female Office Worker (fig. 9), the Female Student (fig. 7) and the Young Male Teacher (fig. 5). Even fewer homemakers said that either the Male Student (fig. 3) or the Young Working Man (fig. 1) could eat just a small breakfast.

When respondents were asked to indicate those "who could eat just a medium breakfast," the popular choices covered a wider range. About half or more selected the Middle-Aged Executive (fig. 6), the Young Male Teacher (fig. 5), the Young Female Office Worker (fig. 9), the Young Housewife (fig. 2), and the Female Student (fig. 7). In fact, only one of the nine types was selected rarely: The Young Working Man (fig. 1). Apparently the breakfast of fruit or juice, one egg, toast, and coffee is thought to be almost universally adequate.

The overwhelming choice for "Who should eat a large or substantial breakfast?" was the Young Working Man (fig. 1); 91 percent of all homemakers selected his picture. The next choice, another male -- the Student (fig. 3) -- was picked by 58 percent of the homemakers. The other selections ranged downward from 35 percent for the Female Student (fig. 7) to 6 percent for the Elderly Woman (fig. 4).

Although homemakers' selections varied somewhat according to their backgrounds, no consistent pattern was discernible, and the differences were not striking (tables 3, 4, and 5).

The reasons given for the choices as to "who could eat just a small or light breakfast" and "who should eat a large or substantial breakfast" reveal the primary considerations involved in homemakers' attitudes toward size of breakfast. The basic factor is their concept of the kind of daily activity engaged in and the related level of energy requirements. Where the daily activity is seen as being light, with a low level of energy requirements, a small breakfast could suffice. If, on the other hand, the daily activity is heavy, with a high level of energy requirements, a large or substantial breakfast should be eaten (tables 6 and 7).

A fairly large proportion (33 percent) of homemakers justified their selections of people who could eat just a small breakfast by saying, "They are overweight."

Most homemakers accepted the idea that a "continental" breakfast -- fruit or juice, toast, and coffee -- is adequate for some people; only a small proportion (15 percent) answered the question about who could eat a small or light breakfast by saying, "None of them" (table 3). Although most of the homemakers interviewed discussed breakfast in terms of energy requirements, it was apparent that many of them thought in terms of strenuous activity, and tended to underestimate the breakfast needs of certain types of people whose daily routine is considered less physically demanding.



"Eating a good breakfast is a good start for the day. Studies have shown that workers who tuck away a good meal before work get more done than those who skip breakfast--or eat a poor one.

"As the morning goes on the hungry ones grow less efficient. After lunch they do better for a while; then they slow up again.

"What is true for these workers is true for homemakers, weight watchers, teenage girls, and everyone else. Those who eat a good breakfast have a better chance to do a day's work well than those who neglect breakfast. Children are more likely to do well in studies and games.

...  
"There's no hard-and-fast rule on how big a good breakfast should be. But for most people, and particularly for children, it is sound planning to have one-fourth to one-third of the day's food at breakfast and to include a good source of protein, such as eggs, meat, or milk.

...  
"Eggs, meat, and fish, as well as milk, provide high-grade proteins for body building and repair, and they have mineral and other values besides. Building foods of some kind are a 'must' in the day's eating and one or more should appear in each meal."

Types of people and use of eggs for breakfast.--The preceding discussion was concerned with types of people and size of breakfast. Another procedure was designed to get more specifically opinions on types of people and their use of eggs for breakfast. Instead of pictures, homemakers were handed a card containing the following list, and were asked, "Which ones of these do you think would not eat eggs regularly for breakfast?"

1. Men in their 50's or 60's
2. Women in their 50's or 60's
3. Men in their 30's
4. Women in their 30's
5. Boys around 15 or 16
6. Girls around 15 or 16
7. Children around 7 or 8

The most frequent choices of groups not likely to eat eggs regularly, mentioned by about 1 in 4, were older women and teenage girls. Children and older men were each selected by about 1 in 5. Teenage boys and young women ranked next; the young men category was chosen by only 4 percent. About 2 homemakers in 5 said that all of these types would eat eggs regularly for breakfast (fig. 10).

The homemakers who were more likely to feel that others would not eat eggs regularly were: Those who lived in larger communities, those who were younger, those with more education, and those with higher family income (table 8). As will be seen later, homemakers who were less likely to serve eggs for breakfast themselves were more likely to attribute nonuse to others.

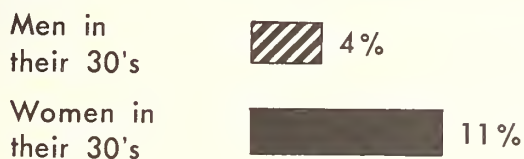


## PEOPLE WHO WOULD NOT EAT EGGS REGULARLY FOR BREAKFAST

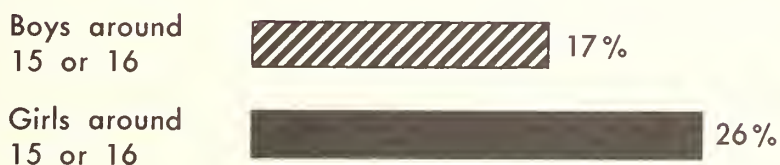
### OLDER PEOPLE



### YOUNG PEOPLE



### TEENAGERS



### CHILDREN



NEG. 7807-60 (4)

Figure 10

As previously stated, the central factor in attitudes toward size of breakfast was belief about the energy requirements related to the level of daily activity. When attitudes toward the use of eggs for breakfast were explored, however, other factors were added to this picture. There are only two types of people for whom it was said that eggs would not be eaten regularly because daily activity is light: Men and women in their 50's or 60's. And for both of these groups, other explanations were advanced more frequently. One of these was the matter of preference--they don't like eggs. Another important set of reasons assigned to these groups had to do with beliefs about health matters: Concern about a possible effect of eggs on the heart or circulatory system, having other physical conditions that eggs might aggravate, and weight consciousness.

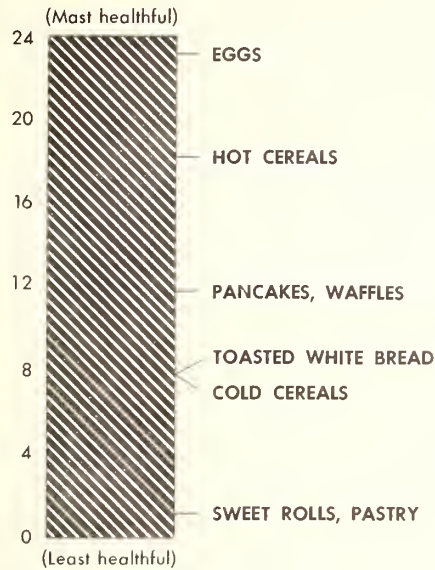
An indication of the effect of the pattern of morning activity among teenagers on their breakfasts comes from reports of homemakers who said that boys and girls around 15 or 16 don't eat eggs regularly for breakfast. Approximately half of these homemakers felt that this was because teenagers were not willing to take enough time to eat eggs; objections to eggs or favoring other foods were mentioned often, too. The same types of reasons were given rather frequently for men and women in their 30's not eating eggs regularly for breakfast. For men in this age group, the inconvenience is thought to lie mainly in their being in too much of a rush, and not wanting to take time to eat eggs; for women, time for preparation and consumption are mentioned equally often. Concern over weight was an additional factor associated with both girls around 15 or 16 and women in their 30's.

The key reason given why children around 7 or 8 did not eat eggs regularly was preference; it was reported they don't like eggs, or they like other breakfast items better (table 9).

Healthfulness of various foods for breakfast.--The reason given by most homemakers for including eggs in any of the breakfast menus asked about in the initial question is their food value, particularly as a source of protein. For some homemakers (about 1 in 4), the idea that eggs are filling was also a consideration. This same point -- they are too filling -- is the main reason mentioned for not including eggs in one or more of the breakfast menus (tables 10 and 11).

Breakfast, as such, is thought of in terms of energy and health needs. Eggs, as a specific food, are thought of in terms of food value and health needs. A question arises, then, as to how homemakers compare the "healthfulness" of eggs with that of other widely used breakfast foods such as hot cereal, cold cereal, pancakes and waffles, sweet rolls and pastry, and toasted white bread.

HEALTHFULNESS OF VARIOUS FOODS  
FOR BREAKFAST



NEG. 7808-60 (4)

Figure 11

The items mentioned were presented by the method of paired comparisons-- each item paired with each of the other items. Respondents were asked, "Which is more healthful to have for breakfast-- \_\_\_\_\_ or \_\_\_\_\_ (of the two in a given pairing)?" A summary of the results is presented in figure 11. Of the particular set of foods included, eggs were definitely considered as being the most healthful. Second, and somewhat distant from eggs in a psychological sense, was hot cereal. Next, a fair psychological distance away from hot cereal, were pancakes and waffles. Still farther down on this scale were toasted white bread and cold cereal, practically tied for the fourth position. Sweet rolls and pastry were judged as being the least healthful for breakfast, within this group of foods.

Although hot cereal was regarded as being second in healthfulness to eggs among the breakfast foods referred to, the position of hot cereal in relation to eggs varied with family level of egg use at breakfast and with the age of the homemaker. This can be seen by inspecting the data on the selections made for this particular pairing:

|   | Family level of egg use for breakfast <sup>1/</sup> |                                 |                                |
|---|---|---------------------------------|--------------------------------|
|   | <u>Lower</u><br><u>Percent</u>                      | <u>Middle</u><br><u>Percent</u> | <u>Upper</u><br><u>Percent</u> |
| Eggs more healthful to have for breakfast       | 65  | 79                              | 81                             |
| Hot cereal more healthful to have for breakfast | 33  | 20                              | 16                             |
| Both equal and not ascertained                  | <u>2</u><br><u>100</u>                              | <u>1</u><br><u>100</u>          | <u>3</u><br><u>100</u>         |
| Number of cases                                 | 687   | 1,083                           | 673                            |

<sup>1/</sup> Computation explained on page 34 of the appendix.



It is in the families with a lower level of consumption of eggs for breakfast that one finds the highest proportion of homemakers saying that hot cereal is more healthful than eggs for breakfast -- 33 percent, in contrast to only 16 percent among the families with higher egg consumption.

The homemaker's age also was related to her responses to this question:

|   | Age of homemaker |                |                |
|---|------------------|----------------|----------------|
|   | Under 35         | 35 - 49        | 50 and over    |
|   | <u>Percent</u>   | <u>Percent</u> | <u>Percent</u> |
| Eggs more healthful to have for breakfast       | 80               | 78             | 69             |
| Hot cereal more healthful to have for breakfast | 18               | 22             | 28             |
| Both equal and not ascertained                  | 2                | --             | 3              |
|   | <u>100</u>       | <u>100</u>     | <u>100</u>     |
| Number of cases                                 | 741              | 779            | 893            |

Although eggs outrank hot cereal among all age groups, older homemakers were a little more likely than younger homemakers to say that hot cereal is more healthful than eggs for breakfast. This could reflect the concern about eggs and health that seems to be most associated with older people.

The data presented refer only to homemakers' concepts or opinions of the relative healthfulness of these various breakfast foods. These foods have attributes other than healthfulness: Cost, convenience, taste, etc. The decision whether or not to use these specific foods probably does not rest solely upon the concept of healthfulness.

Information about eggs and health problems.--Only one-fifth of the homemakers indicated, in response to a direct question, that they had heard or read anything lately about eggs and health. Thirteen percent said that what they had heard or read would make people want to be sure to eat eggs; 7 percent said the information they were thinking of would make people hesitate about eating eggs. Awareness of negative information about eggs and health was more often reported by those in large communities, by homemakers with more education, and those with higher family incomes (table 44).

Those who had heard or read good things about eggs and health said the information indicated eggs were a nourishing and healthful food containing proteins, vitamins, and minerals. The main bad thing cited by those aware of unfavorable information about eggs was that they had heard or read that eggs may cause or aggravate diseases of the heart or circulatory system (tables 45 and 46).

## Actual Breakfast Eating Habits

Almost all individuals eat some sort of breakfast at home, according to homemakers who were asked about the breakfast habits of each member of their households (coffee or juice alone was considered a breakfast in this study; interviewing was conducted during cooler weather). However, men are a little less likely to eat a breakfast than women, and persons between 16 and 50 years old are a little less likely to do so than those younger or older (table 12).

Breakfast during the week.--About three-fifths (62 percent) of the individuals who eat breakfast at home during the week usually have eggs. The proportion of males eating eggs is higher than that of females. Among males, the proportions usually eating eggs for breakfast during the week tend to be highest for those from 16 through 50 years old. For females, in contrast, the proportion is a little higher only in the 6-to-15 age group (fig. 12, p. 24, and table 13).

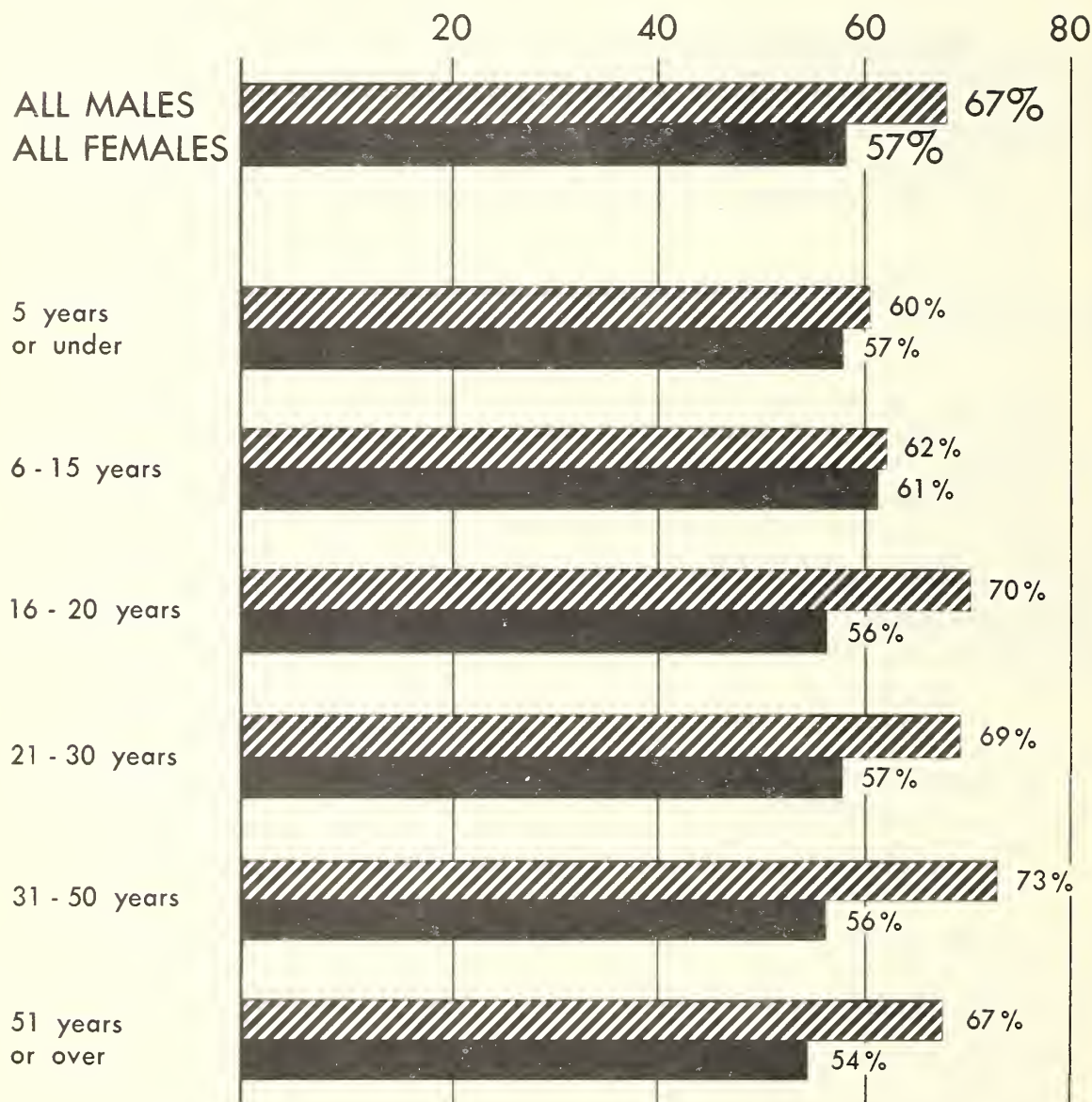
There is some evidence that use of cereals at breakfast is inversely related to use of eggs, but this relationship is not as strong as might be suspected.

When all individuals who eat breakfast during the week are divided into two groups, those who do and those who do not include eggs, the two groups show about the same pattern regarding use of fruits, hot cereal, hot beverages, and milk. Differences between the two groups appear for cold cereal, meats, and breads: Inclusion of eggs attracts additional use of meats and breads, and omission of eggs is associated with greater use of cold cereal. However, among those who usually eat eggs Monday through Friday, 3 in 10 also eat cereal (hot or cold), and among those who do not include eggs in a typical weekday breakfast, half do not eat cereal either.

| <u>Other foods eaten for<br/>breakfast</u> | <u>Individuals whose weekday<br/>breakfast usually --</u> |                                  |
|--|---|----------------------------------|
|  | <u>Includes eggs</u>                                      | <u>Does not<br/>include eggs</u> |
|  | <u>Percent</u>  | <u>Percent</u>                   |
| Fruit; juice                               | 48  | 45                               |
| Hot cereal                                 | 21  | 25                               |
| Cold cereal                                | 11  | 26                               |
| Meat                                       | 53  | 10                               |
| Bakery products                            | 88  | 66                               |
| Hot beverages                              | 61  | 62                               |
| Milk                                       | <u>37</u>   | <u>33</u>                        |
| Number of individuals                      | 4,810   | 2,959                            |

(Infrequently mentioned foods omitted)

## FAMILY MEMBERS WHO USUALLY EAT EGGS FOR BREAKFAST ON WEEKDAYS



NEG. 7809-60 (4)

Figure 12



Breakfast on weekends.--Approximately 60 percent of the individuals who eat breakfast at home on Saturdays and Sundays usually eat eggs (tables 14 and 15), which is about the same as for weekdays.

Use of eggs both weekdays and weekends.--The above data on individuals' use of eggs during the week and on weekends could be misleading if the similar percentages (62 percent and 60 percent) were taken to mean that the same persons were eating eggs for breakfast each of the three times referred to (weekdays, Saturdays, Sundays). Actually, only 53 percent of all individuals usually eat eggs for breakfast on both weekdays and weekends (Saturday or Sunday or both). This pattern is more characteristic of males than of females, and is more typical of individuals from low-income families than of those with middle or high incomes.

When the distinction is made between eating eggs on weekdays only and on weekends only, more individuals are found doing the latter.

About a fourth of the individuals do not usually eat eggs for breakfast in any part of the week, their homemakers reported. Age and sex are factors that seem to be related to this. The youngest and oldest were more likely to omit eggs from their breakfasts, and females were more likely than males to exclude eggs. Neither family size nor family income appeared to be related to individuals' rejection of eggs for breakfast (table 16).

Reasons given for not eating eggs regularly for breakfast on weekdays.--In trying to account for the individuals in their households who do not eat eggs regularly for breakfast during the week, homemakers most often said this was a matter of preference-- he (or she) doesn't like eggs. This particular reason, mentioned for about three individuals in five, was assigned almost equally to both sexes and to the various age groups. "Inconvenience" reasons (too much time or trouble to prepare them; don't have enough time to eat eggs) were given for about one person in five. These reasons were assigned mainly to the group 16 to 30 years old.

For 14 percent, health factors were the explanation for not eating eggs regularly for breakfast. Such reasons were most often assigned to individuals over 50 years old. The particular health factor mentioned most often was having a condition that eggs might aggravate, rather than concern about weight or worry over the possible effect of eggs on the heart or circulatory system.

Relatively few homemakers said that an individual's nonuse of eggs at breakfast was because eggs are too expensive. When this particular reason was given, however, it was usually in reference to children under 15 years old (table 17). It is possible that this is associated with homemakers who have larger families and are trying to stretch their food dollars.

In response to a direct question, over half (54 percent) of the homemakers with young children (2 to 12 years old) indicated that advertising and offers of prizes influence their children to want cereals for breakfast.

During planning stages of the study, it was suggested that some people might not include eggs in breakfasts because of the amount of preparation required. To test for this possible barrier, the following question was asked of everyone interviewed: "Some people say eggs are too much trouble to fix for breakfast--how do you feel about that?" Nine out of 10 homemakers disagree with this statement; they say that eggs are quick and easy to fix, or that they are no more trouble than other breakfast items. However, homemakers from families with a lower rate of egg consumption were somewhat more likely to agree with the statement, as shown in this tabulation:

|                                | United States total | Family's level of egg use |         |             |
|--------------------------------|---------------------|---------------------------|---------|-------------|
|                                |                     | Lower                     | Middle  | Upper       |
|                                | Percent             | Percent                   | Percent | Percent     |
| Disagree                       | 89                  | 81                        | 91      | 96          |
| Agree                          | 5                   | 11                        | 3       | <u>1</u> /* |
| Qualified answers              | 3                   | 5                         | 3       | 2           |
| Don't know and not ascertained | 3                   | 3                         | 3       | 2           |

1/ Asterisks indicate less than 1 percent.

This attitude on the part of the majority of homemakers is further emphasized in their replies to the question, "Well, thinking about all of the ways and times you have eggs--are there any things that you don't like so well about preparing and serving them?" About 90 percent of all homemakers said, "No." Among the few who did have complaints, the most frequent explanation was that it is hard to clean pans, dishes, and silverware after eggs have been prepared and served.

Problems in promoting eggs for breakfast.--Efforts to increase the consumption of eggs at breakfast must start within the broader context of the role of breakfast as it is conceived by homemakers and the individuals within their households. Homemakers' ideas about what constitutes a suitable breakfast are tied firmly to the concept of energy requirements arising from the nature of one's daily activity. If these energy requirements are thought to be high, a substantial breakfast is called for, and a substantial breakfast usually includes two eggs. On the other hand, the evidence seems to indicate that inclusion of two eggs helps get a breakfast defined as being a large or substantial one.

The use of an "energy requirements" theme would hit a responsive chord in the public. There is at least one major pitfall in the use of this theme, however. Any given individual can easily think and say that his level of energy requirement does not call for a breakfast which includes eggs. It is obvious



to the public that a man doing "hard" work has a high energy requirement and should eat a substantial breakfast regularly. But what about the man who spends his day at a desk in an office? Is it safe for him to conclude that his energy needs are not such that he should eat a "good" breakfast regularly? Is a "light" breakfast sufficient for him? One of the key differences between a "good" breakfast and a "light" one, in the minds of homemakers, is the inclusion of eggs in the former. However, efforts to promote eggs with this theme, or any other, must be strong enough and convincing enough to overcome the fact that a sizable group of people simply do not like eggs.

Health considerations do not appear to be a major factor operating against regular consumption of eggs for breakfast. When possible negative effects are mentioned, they are mainly the concern of older people who feel that eggs may be a direct threat to some physical condition (more often allergies and digestive difficulties than effect on the heart or circulatory system).

Promotion of a good breakfast, with eggs included, should attempt to counteract the "morning rush" so characteristic among teenagers who do not eat eggs regularly for breakfast. This is the group in which many "don't have time enough" to eat a substantial breakfast, even though their energy requirements must certainly call for one.

Eggs as a regular item in breakfasts need to be promoted most in those groups for whom economic factors are less of a barrier to increased consumption. These are the families in the larger communities and those with higher socio-economic status as seen in their income and educational levels.

#### Use of Eggs Other than for Breakfast

Noon and evening meals.--Not quite half of the homemakers said they "sometimes" have eggs as a main dish at noon meals, and half said they sometimes have them at evening meals. Roughly one in four had used eggs at noon and the same proportion had used them at evening meals in the week before the interview (fig. 13, p. 29).

Homemakers in the larger communities are more likely to serve eggs as a main dish at noon. In contrast, homemakers in the smaller communities are more likely to serve eggs as a main dish for the evening meal. Since many people consider eggs a light meal, this latter finding could be related to the practice in rural areas of having the largest meal of the day at noon (table 18).

The main reason given for serving eggs at noon or evening meals is that they are easy or quick to prepare. Other important reasons are: Eggs have protein and are a good substitute for meat, they are a nourishing food and a good source of energy, and they are tasty (table 19).



The most frequently given reason for not serving eggs as a main dish at either of these two meals is that eggs are served at breakfast and variety is wanted in the noon and evening menus. Preferring to serve meat in the evening is also mentioned frequently (table 21).

Baking.--Nearly 9 homemakers in 10 said they sometimes use eggs in baking cakes or cookies or "things like that." About 6 in 10 said they had done this within the last week (fig. 13).

The following homemakers are more likely to use eggs in baking: Those in smaller communities, homemakers under 50 years old, homemakers with larger families, and those in the middle or upper consumption level groups. There is some indication that use of eggs in baking is more likely to be found in the middle income group than in either the lower or upper income groups (table 22).

#### How Eggs are Prepared for Various Meals

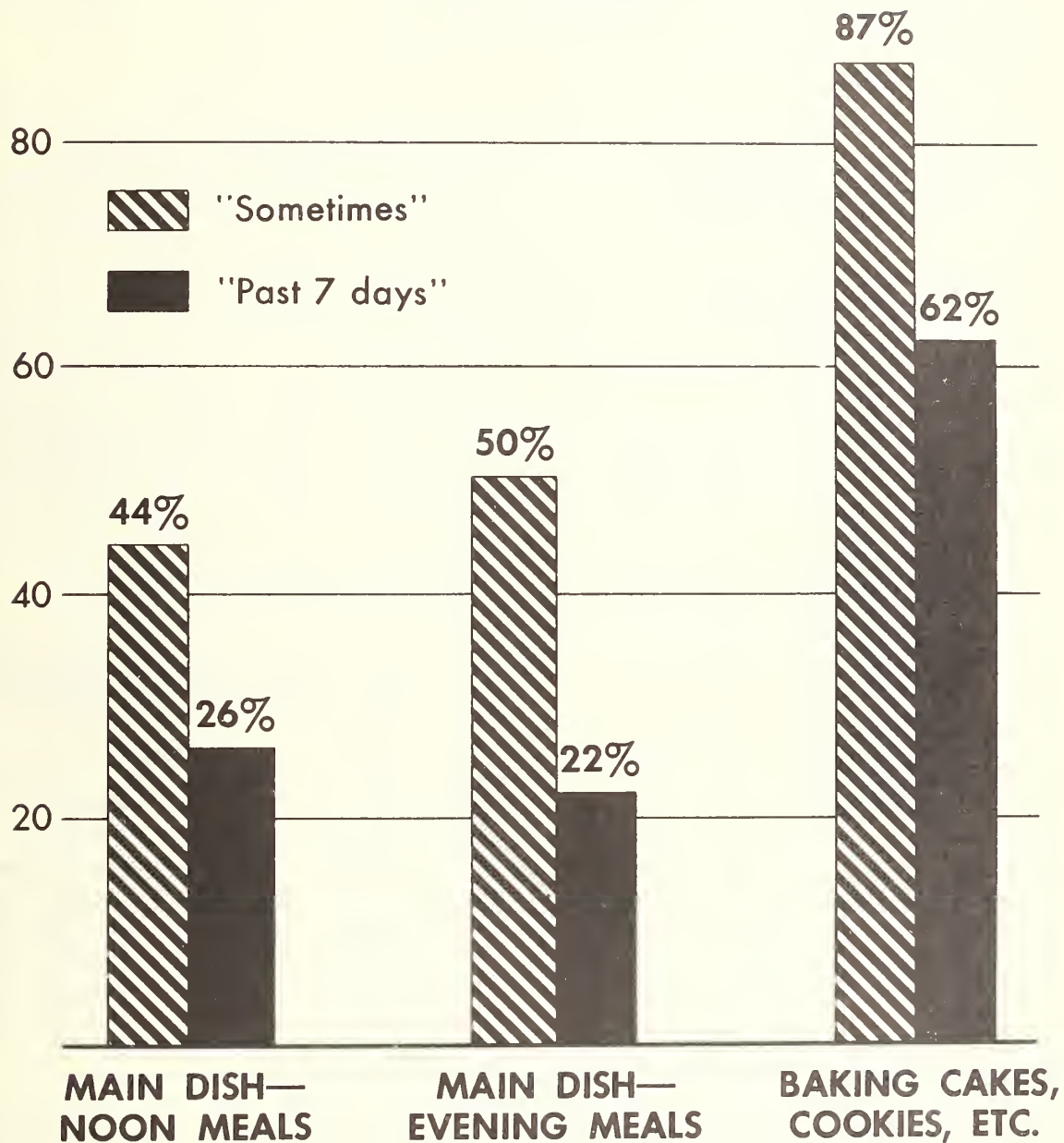
Breakfast.--About half (52 percent) of the homemakers interviewed indicated that when they serve eggs for breakfast, the eggs are usually fried. The other methods of preparation mentioned with any frequency were scrambling (29 percent), boiling (20 percent), and poaching (14 percent). Some usually prepared eggs in more than one way.

Other meals.--For noon and evening meals, scrambled eggs led the list (42 and 47 percent, respectively), followed by fried (26 and 29 percent), and boiled (26 and 20 percent). Egg salad, omelette, and other egg dishes were mentioned even less often by the homemakers who sometimes serve eggs for meals other than breakfast (table 20).

Emphasis on a variety of main-dish egg recipes which do not sacrifice the advantage of being easy to prepare, coupled with a reminder about eggs' high food value without excessive calories, might aid in increasing consumption at noon or evening meals.

Poached eggs.--All respondents were asked whether or not they sometimes poached eggs, regardless of their replies to the questions discussed above. Half indicated they sometimes prepared eggs this way. Homemakers estimated that in an average week they poached 9 percent of the total eggs reported consumed by all homemakers for all uses.

### USE OF EGGS OTHER THAN FOR BREAKFAST



NEG. 7810-60 (4)

Figure 13

Distribution of eggs to breakfast and other uses.--The homemakers were asked, "Still thinking about all of the ways and times you have eggs, how many eggs do you use in a week during this time of year?" (Fall 1958.) "Of these (number) eggs, how many do you use for (specific uses listed)?" Their replies show that the greatest number of eggs, out of the total consumed in a typical week, go into breakfast. Relatively small numbers of eggs out of a total week's consumption go into main dishes at noon or evening meals, baking, or other cooking (fig. 14).

Homemakers' reports:

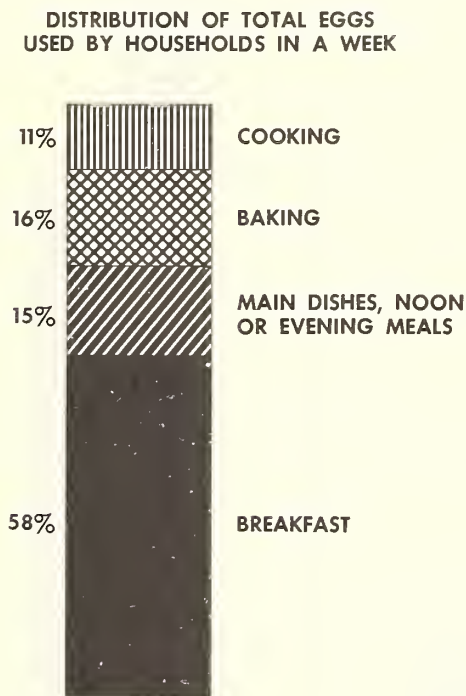


Figure 14

they had increased the number of eggs used this way. Older homemakers and those with smaller families were more likely to report a decrease (table 25).

Approximately half of the homemakers thought they were consuming about the same number of eggs per week for uses other than baking as they did two to three years ago. In this case, when a change was reported, it was more likely

Family level of egg use.--Fam-

ilies were assigned to consumption level groups according to the number of eggs used in a week per family member. <sup>3/</sup> A relatively high level of use of eggs for all purposes is more often found in the smaller communities, and in households of older homemakers (over 50 years old) and those with smaller families. Family income does not appear to be strongly related to use level, but the data do suggest that lower income families use more eggs (table 23). The relationship between background characteristics and family egg use levels for breakfast is closely similar (table 24).

Reported changes in number of

eggs used.--Nearly three homemakers in five felt that they were using about the same number of eggs per week for baking as they did two or three years ago. When a change was reported, it was more often in the direction of a decrease; 23 percent reported using fewer eggs as against 14 percent who said they had increased the number of eggs used per week for baking. The younger homemakers and those with larger families were more likely to say

<sup>3/</sup> Computation explained on page 34 of the appendix.



to be in the direction of an increase; 28 percent said they were using more eggs and 18 percent said they were using fewer eggs. Again it was the younger homemakers and those with larger families who most often reported they were using more eggs this way (table 25).

In keeping with the finding that reported increases in the numbers of eggs used are associated with age and family size, the main reasons given for the increases are changes in family composition; the family is larger, it is a new family unit, or the children, being older, can eat more. The main reason for a reported decrease in the number of eggs used was that there had been a decrease in family size.

One of the reasons given for using fewer shell eggs for baking was that the homemaker was using more baking mixes; 17 percent of those who were using fewer eggs for baking gave this as a reason. Having less time for baking was mentioned equally often (tables 26 and 27).

The above data are based upon the homemaker's judgments of change from two or three years ago. It is possible that some homemakers have reduced the number of eggs used, but are not aware of this because the decrease is small. However, if such unperceived decreases do exist, the total could be a large figure when all households in the United States are taken into consideration. The evidence does indicate that a decrease in the use of shell eggs for baking may be one source of the reported decline in egg consumption per capita.

#### Shopping for Eggs

Sources of supply.--Although the great majority of homemakers buy their eggs all year round, 10 percent report that they produce all the eggs they use throughout the year and another 4 percent cite both purchases and home production as sources (table 28). 4/

Homemakers who bought all or some of the eggs they consumed during the year were asked a series of questions about their shopping practices.

About 4 purchasing homemakers in 10 usually got eggs at places different from those where they bought most of their other groceries. This practice was more prevalent in very small communities, but percentage differences among the three community-size categories were not large. The other sources mentioned most often were delivery by egg men or hucksters, purchases directly from farmers, and other stores (table 29).

The primary reason given for buying eggs at a place other than the one at which the bulk of their groceries was obtained was that "they are fresher." The belief that the eggs came direct from a rural production area was the next most important reason, and was probably just another way of reporting the search

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4/ For additional information on home production of eggs, see: Food Production for Home Use by Households in the United States, Household Food Consumption Survey 1955, Rpt. No. 12. U. S. Dept. Agr.

for freshness. Such advantages as lower price, convenience, and satisfactory past experience also were considerations for some (table 30).

Homemakers who declared freshness or quality was the reason for the practice described were asked, "Why aren't the eggs where you buy the bulk of your groceries as good?" Most replied that they could not tell how long the eggs had been in the store, or that when you purchase direct from the producer you can be sure that the eggs are fresh (table 31).

Although almost all homemakers (93 percent) used their refrigerators or iceboxes for home storage of eggs, 3 in 10 said that where they usually bought their eggs the eggs were not kept under refrigeration. This was more likely to be reported by rural homemakers (38 percent), but was also frequent among residents of urban and metropolitan areas (25 and 30 percent, respectively) (table 32).

About 15 percent reported that they had recently obtained eggs that they did not like. The complaints encompassed a wide variety of problems: Blood-spots, spoilage, bad taste, broken or easily broken yolks, bad odor, small size, lack of freshness, discoloration, and runny whites (tables 34 and 35).

Difficulty in obtaining the desired quality of eggs was said by a few homemakers to have some effect on egg purchases. About 8 percent indicated they sometimes bought fewer eggs than they would like because they had trouble in getting good-quality eggs (table 33). This problem was reported at about the same level in cities of all sizes.

About two-thirds (68 percent) of the homemakers who purchase eggs said they always had some eggs in the house; the remaining one in three indicated they sometimes ran out (table 43). The following were more likely occasionally to run short: Residents of smaller communities, younger women, those with less education, women with lower family incomes, those with larger families, and women reporting a lower family level of egg use.

Criteria for eggs.--Homemakers who purchased eggs were next asked, "In picking out eggs to buy, what things do you consider important?" Although only half the homemakers specifically stated that freshness is an important factor in choosing eggs, it can be assumed that this criterion is always present but is either implied in other answers or taken for granted by many respondents. The other key factor in selecting eggs is their size (mentioned by 63 percent), with larger ones generally preferred. Twenty percent of the homemakers say they consider the grade of the eggs important; most of these homemakers want either Grade A or AA. Only 13 percent cited price as an important factor in selecting eggs to buy.

To about one homemaker in four, shell color was important enough to produce a volunteered comment. When the remainder were asked, "How about the color of the shell--is that important to you or not?" the percentage rose to almost half who say they use the color of the shell as a criterion in choosing eggs. There was a slight preference for white eggs over brown. Appearance and taste are the appeals of white eggs. Those who prefer brown eggs feel they have more food value, darker yolks, and better taste (tables 36, 37, and 38).



About three-fourths of the homemakers said that the eggs they buy are graded. This was most often reported by homemakers who lived in larger communities. When asked who they thought sets the standards for the grades of eggs, 4 homemakers in 10 said the U. S. Department of Agriculture. Almost as many (35 percent) said they did not know who set these standards. A few homemakers mentioned each of the following: The State, the farmer, and the store. Younger homemakers, those with more education, and those with higher family incomes were more likely to think that the U. S. Department of Agriculture sets such standards (tables 39 and 40). 5/

Responses to a question about what makes Grade A eggs different from other eggs indicate that many homemakers are misinformed about or unaware of what characteristics are considered in determining grades. The quality grade of an egg is determined by four primary factors: Condition of the yolk, clarity and thickness of the white, texture and condition of the shell, and condition and size of the air cell. About half of the homemakers erroneously felt that one thing that makes Grade A eggs different is their size, primarily that they are larger. About two in five said that Grade A eggs are fresher, one in five said the Grade A eggs had been candled or inspected, and about the same proportion could state only "they are better," without specifying in what way. Slightly smaller percentages mentioned appearance (color, quality, or cleanliness of shell) or the handling of hens and eggs on the farm (table 41).

Size of the egg, color of the shell, and grade designation are all external criteria of quality used by some homemakers. What are the internal criteria of quality--standards used once the egg has been broken? The main things that would make a homemaker hesitate to use an egg after it has been broken are presence of blood in spots or streaks (mentioned by 70 percent), lack of firmness of the yolk or the white (56 percent), undesirable odor (48 percent), and discoloration in either the yolk or the white (31 percent) (table 42).

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5/ It was not possible within the framework of this study to determine if individual homemakers were correct in their impressions about whether or not the eggs they bought were graded, or who assigned standards for the grades. However, it appears probable that more homemakers believe they are purchasing eggs graded by the government than is actually the case; it is estimated that only about 20 percent of the eggs sold in the calendar year 1958 were graded according to either wholesale or retail standards under Federal or Federal-State supervision.



## A P P E N D I X

### Tables

Detailed tabulations of responses given to the questions asked in the study are presented in the tables that follow. The tables are arranged in questionnaire order.

The number of cases in some subgroups do not add to United States totals because, for some respondents, certain characteristics were not ascertained.

Families were assigned to level-of-egg-use categories in the following manner:

1. Each homemaker's estimate of the total number of eggs her family used in a week was divided by the total number of individuals living (or eating regularly) in the household.
2. The total array of family per capita egg use figures computed in step 1 was divided as equally as possible into 3 groups.
3. Each family was then assigned to a level-of-egg-use stratum according to the magnitude of its per capita egg use figure. The lower group was composed of those families using 0-5 eggs a week per capita; the middle group, 6-9 eggs; and the upper group, 10 or more eggs.
4. A separate computation was made, following the general procedure outlined above, to determine family breakfast egg use categories. The lower group was composed of those families using 0-2 eggs a week for breakfast per capita; the middle group, 3-6 eggs; and the upper group, 7 or more eggs.

Table 1.--"I'm going to ask about your family's use of certain foods a little later, but first of all, let's talk about breakfast in general. There seem to be three kinds of breakfasts -- a large or substantial breakfast, a medium breakfast, and a small or very light breakfast. Here's a list of various breakfast foods. Please look at this list and give me a menu for what you would call a large or substantial breakfast." "Now look at the list again and give me a menu for what you would call a medium breakfast." "And last, give me a menu for what you would call a small or very light breakfast." (Asked of all homemakers) 1/

Foods included by homemakers in a --

|                                       | Large<br>breakfast | Medium<br>breakfast | Small<br>breakfast |
|---------------------------------------|--------------------|---------------------|--------------------|
|                                       | Percent            | Percent             | Percent            |
| Juice and/or fruit -----              | 78                 | 69                  | 56                 |
| Hot cereal -----                      | 47                 | 28                  | 10                 |
| Cold cereal -----                     | 11                 | 18                  | 19                 |
| Ham, bacon, sausage -----             | 85                 | 37                  | 5                  |
| Other meat (steak, chops, etc.) ----- | 8                  | 1                   | <u>2/</u> *        |
| Eggs -----                            | 94                 | 70                  | 22                 |
| One egg -----                         | 12                 | 47                  | 21                 |
| Two eggs -----                        | 72                 | 23                  | 1                  |
| Three or more eggs -----              | 10                 | *                   | *                  |
| Potatoes -----                        | 22                 | 1                   | --                 |
| Grits, rice -----                     | 14                 | 5                   | 1                  |
| Pastry, cake, pie -----               | 7                  | 3                   | 3                  |
| Toast, bread, rolls, biscuits -----   | 86                 | 82                  | 72                 |
| Pancakes, waffles -----               | 14                 | 7                   | 2                  |
| Coffee or tea -----                   | 92                 | 88                  | 86                 |
| Glass of milk -----                   | 18                 | 13                  | 10                 |
| Miscellaneous -----                   | 2                  | 1                   | *                  |
| Number of cases -----                 | 2,452              | 2,452               | 2,452              |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

2/ Asterisks indicate less than 1 percent.

Table 2.--Homemakers who included eggs in a menu for a large, medium, or small breakfast (percentaged for all homemakers)

|  | Homemakers who<br>included eggs in a -- |                    |                     |                    |
|--|---|--------------------|---------------------|--------------------|
|  | Cases                                   | Large<br>breakfast | Medium<br>breakfast | Small<br>breakfast |
|  | <u>Number</u>                           | <u>Percent</u>     | <u>Percent</u>      | <u>Percent</u>     |
| United States total -----                  | 2,452                                   | 94                 | 70                  | 22                 |
| Community size:                            |   |                    |                     |                    |
| 1,000,000 or over -----                    | 735                                     | 93                 | 61                  | 14                 |
| 2,500 - 999,999 -----                      | 907                                     | 94                 | 72                  | 21                 |
| Under 2,500 -----                          | 810                                     | 95                 | 77                  | 30                 |
| Homemaker's age and education:             |   |                    |                     |                    |
| Under 35 years -----                       | 741                                     | 93                 | 69                  | 19                 |
| Less than 12th grade -----                 | 308                                     | 91                 | 72                  | 24                 |
| 12th grade or more -----                   | 433                                     | 95                 | 67                  | 15                 |
| 35 - 49 years -----                        | 779                                     | 95                 | 70                  | 21                 |
| Less than 12th grade -----                 | 393                                     | 94                 | 70                  | 27                 |
| 12th grade or more -----                   | 386                                     | 96                 | 70                  | 16                 |
| 50 years or over -----                     | 893                                     | 94                 | 72                  | 24                 |
| Less than 12th grade -----                 | 621                                     | 94                 | 74                  | 28                 |
| 12th grade or more -----                   | 272                                     | 94                 | 67                  | 15                 |
| Family income and size:                    |   |                    |                     |                    |
| Under \$4,000 -----                        | 1,027                                   | 93                 | 75                  | 31                 |
| 1 - 3 persons -----                        | 691                                     | 93                 | 75                  | 28                 |
| 4 or more persons -----                    | 336                                     | 94                 | 76                  | 35                 |
| \$4,000 - \$5,999 -----                    | 739                                     | 94                 | 67                  | 16                 |
| 1 - 3 persons -----                        | 388                                     | 94                 | 64                  | 17                 |
| 4 or more persons -----                    | 351                                     | 94                 | 69                  | 15                 |
| \$6,000 or over -----                      | 636                                     | 94                 | 68                  | 13                 |
| 1 - 3 persons -----                        | 361                                     | 94                 | 69                  | 13                 |
| 4 or more persons -----                    | 275                                     | 94                 | 66                  | 13                 |
| Family's level of egg use at<br>breakfast: |   |                    |                     |                    |
| Lower -----                                | 687                                     | 90                 | 52                  | 9                  |
| Middle -----                               | 1,083                                   | 95                 | 75                  | 23                 |
| Upper -----                                | 673                                     | 95                 | 82                  | 33                 |



Table 3.--"Now I'm going to show you some pictures of different kinds of people. I would like you to put them into three piles, according to how big a breakfast you think they should eat. The first pile will be those you think could eat just a small or very light breakfast. In the second pile, put those you think could eat just a medium breakfast. In the third pile, put those you think should eat a large or substantial breakfast." "Tell me the numbers on the pictures of those you think could eat just a small or light breakfast." (Asked of all homemakers) 1/

| Cases<br>Number                         | Young<br>working<br>man |         | Young<br>house-<br>wife |         | Male<br>student |         | Elderly<br>woman |         | Young<br>male<br>teacher |         | Middle-<br>aged ex-<br>ecutive |         | Female<br>student |         | Older<br>man |         | Young<br>female<br>office<br>worker |         | None<br>of<br>them |         |
|---|-------------------------|---------|-------------------------|---------|-----------------|---------|------------------|---------|--------------------------|---------|--------------------------------|---------|-------------------|---------|--------------|---------|-------------------------------------|---------|--------------------|---------|
|   | Percent                 | Percent | Percent                 | Percent | Percent         | Percent | Percent          | Percent | Percent                  | Percent | Percent                        | Percent | Percent           | Percent | Percent      | Percent | Percent                             | Percent | Percent            | Percent |
| United States total -----               | 2,452                   | 1       | 23                      | 6       | 71              | 13      | 23               | 15      | 25                       | 18      | 15                             | 25      | 18                | 15      | 25           | 18      | 15                                  | 15      | 15                 | 15      |
| Community size:                         |                         |         |                         |         |                 |         |                  |         |                          |         |                                |         |                   |         |              |         |                                     |         |                    |         |
| 1,000,000 or over -----                 | 735                     | 2       | 28                      | 6       | 66              | 12      | 19               | 17      | 21                       | 16      | 21                             | 21      | 16                | 18      | 21           | 16      | 18                                  | 18      | 18                 | 18      |
| 2,500 - 999,999 -----                   | 907                     | 1       | 26                      | 6       | 70              | 13      | 23               | 13      | 25                       | 18      | 23                             | 25      | 18                | 14      | 25           | 18      | 14                                  | 14      | 14                 | 14      |
| Under 2,500 -----                       | 810                     | 1       | 16                      | 6       | 78              | 13      | 27               | 14      | 28                       | 20      | 27                             | 28      | 20                | 13      | 28           | 20      | 13                                  | 13      | 13                 | 13      |
| Homemaker's age and education:          |                         |         |                         |         |                 |         |                  |         |                          |         |                                |         |                   |         |              |         |                                     |         |                    |         |
| Under 35 years -----                    | 741                     | 1       | 26                      | 6       | 70              | 13      | 23               | 15      | 25                       | 21      | 25                             | 25      | 18                | 15      | 25           | 18      | 15                                  | 15      | 15                 | 15      |
| Less than 12th grade ----               | 308                     | 2       | 30                      | 9       | 70              | 14      | 25               | 20      | 27                       | 20      | 27                             | 27      | 20                | 21      | 27           | 20      | 21                                  | 11      | 11                 | 11      |
| 12th grade or more -----                | 433                     | 1       | 23                      | 3       | 70              | 11      | 22               | 11      | 24                       | 11      | 24                             | 24      | 11                | 21      | 24           | 11      | 16                                  | 16      | 16                 | 16      |
| 35 - 49 years -----                     | 779                     | 1       | 23                      | 5       | 73              | 11      | 22               | 15      | 25                       | 16      | 22                             | 25      | 16                | 16      | 25           | 16      | 13                                  | 13      | 13                 | 13      |
| Less than 12th grade ----               | 393                     | 1       | 24                      | 7       | 72              | 11      | 25               | 20      | 29                       | 16      | 25                             | 29      | 16                | 16      | 29           | 16      | 13                                  | 13      | 13                 | 13      |
| 12th grade or more -----                | 386                     | 1       | 23                      | 2       | 74              | 11      | 20               | 10      | 21                       | 16      | 20                             | 21      | 10                | 16      | 21           | 16      | 18                                  | 18      | 18                 | 18      |
| 50 years or over -----                  | 893                     | 2       | 21                      | 8       | 71              | 14      | 24               | 14      | 25                       | 18      | 24                             | 25      | 15                | 14      | 25           | 18      | 15                                  | 15      | 15                 | 15      |
| Less than 12th grade ----               | 621                     | 3       | 20                      | 9       | 70              | 15      | 24               | 15      | 25                       | 18      | 24                             | 25      | 13                | 25      | 25           | 19      | 15                                  | 15      | 15                 | 15      |
| 12th grade or more -----                | 272                     | 1       | 24                      | 5       | 75              | 12      | 25               | 13      | 25                       | 19      | 25                             | 25      | 13                | 25      | 25           | 19      | 15                                  | 15      | 15                 | 15      |
| Family income and size:                 |                         |         |                         |         |                 |         |                  |         |                          |         |                                |         |                   |         |              |         |                                     |         |                    |         |
| Under \$4,000 -----                     | 1,027                   | 2       | 22                      | 8       | 70              | 14      | 24               | 16      | 25                       | 19      | 24                             | 25      | 15                | 16      | 25           | 19      | 14                                  | 14      | 14                 | 14      |
| 1 - 3 persons -----                     | 691                     | 2       | 19                      | 8       | 70              | 13      | 24               | 15      | 25                       | 18      | 24                             | 25      | 15                | 16      | 25           | 18      | 14                                  | 14      | 14                 | 14      |
| 4 or more persons -----                 | 336                     | 2       | 27                      | 10      | 70              | 16      | 24               | 19      | 25                       | 19      | 24                             | 25      | 19                | 14      | 25           | 19      | 13                                  | 13      | 13                 | 13      |
| \$4,000 - \$5,999 -----                 | 739                     | 1       | 24                      | 5       | 75              | 12      | 24               | 14      | 27                       | 18      | 24                             | 27      | 13                | 14      | 27           | 18      | 14                                  | 14      | 14                 | 14      |
| 1 - 3 persons -----                     | 388                     | 2       | 24                      | 6       | 74              | 11      | 23               | 13      | 27                       | 16      | 23                             | 27      | 13                | 14      | 27           | 16      | 14                                  | 14      | 14                 | 14      |
| 4 or more persons -----                 | 351                     | 1       | 25                      | 4       | 75              | 13      | 26               | 15      | 27                       | 20      | 26                             | 27      | 15                | 13      | 27           | 20      | 12                                  | 12      | 12                 | 12      |
| \$6,000 or over -----                   | 636                     | 1       | 24                      | 4       | 70              | 11      | 20               | 14      | 22                       | 19      | 20                             | 22      | 13                | 13      | 22           | 19      | 15                                  | 15      | 15                 | 15      |
| 1 - 3 persons -----                     | 361                     | 1       | 27                      | 4       | 73              | 13      | 22               | 14      | 22                       | 21      | 22                             | 22      | 14                | 14      | 22           | 21      | 15                                  | 15      | 15                 | 15      |
| 4 or more persons -----                 | 275                     | 2/*     | 20                      | 5       | 66              | 9       | 18               | 12      | 23                       | 15      | 18                             | 23      | 12                | 15      | 23           | 15      | 23                                  | 23      | 23                 | 23      |
| Family's level of egg use at breakfast: |                         |         |                         |         |                 |         |                  |         |                          |         |                                |         |                   |         |              |         |                                     |         |                    |         |
| Lower -----                             | 687                     | 2       | 29                      | 8       | 70              | 13      | 23               | 16      | 26                       | 20      | 23                             | 26      | 16                | 16      | 26           | 20      | 13                                  | 13      | 13                 | 13      |
| Middle -----                            | 1,083                   | 1       | 24                      | 5       | 72              | 13      | 23               | 14      | 26                       | 19      | 23                             | 26      | 14                | 14      | 26           | 19      | 14                                  | 14      | 14                 | 14      |
| Upper -----                             | 673                     | 1       | 18                      | 7       | 71              | 11      | 22               | 15      | 22                       | 16      | 22                             | 22      | 15                | 15      | 22           | 16      | 17                                  | 17      | 17                 | 17      |

1/ Percentages add to more than 100 because some respondents gave more than one answer.  
2/ Asterisks indicate less than 1 percent.

Table 4.--"Now tell me the numbers on the pictures of those you think could eat just a medium breakfast." (Asked of all homemakers) 1/

| Cases                                   | Number | Young working man |         | Young housewife |         | Male student |         | Elderly woman |         | Young male teacher |         | Middle-aged ex-ecutive |         | Female student |         | Older man |         | Young female office worker |         | None of them |         |
|---|--------|-------------------|---------|-----------------|---------|--------------|---------|---------------|---------|--------------------|---------|------------------------|---------|----------------|---------|-----------|---------|----------------------------|---------|--------------|---------|
|   |        | Percent           | Percent | Percent         | Percent | Percent      | Percent | Percent       | Percent | Percent            | Percent | Percent                | Percent | Percent        | Percent | Percent   | Percent | Percent                    | Percent | Percent      | Percent |
| United States total -----               | 2,452  | 6                 | 51      | 34              | 22      | 60           | 60      | 49            | 43      | 55                 | 5       |                        |         |                |         |           |         |                            |         |              |         |
| Community size:                         |        |                   |         |                 |         |              |         |               |         |                    |         |                        |         |                |         |           |         |                            |         |              |         |
| 1,000,000 or over -----                 | 735    | 10                | 50      | 36              | 28      | 62           | 65      | 49            | 47      | 57                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| 2,500 - 999,999 -----                   | 907    | 5                 | 53      | 33              | 23      | 57           | 58      | 48            | 41      | 61                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| Under 2,500 -----                       | 810    | 4                 | 51      | 35              | 16      | 62           | 59      | 50            | 42      | 53                 | 6       |                        |         |                |         |           |         |                            |         |              |         |
| Homemaker's age and education:          |        |                   |         |                 |         |              |         |               |         |                    |         |                        |         |                |         |           |         |                            |         |              |         |
| Under 35 years -----                    | 741    | 6                 | 49      | 36              | 25      | 60           | 60      | 49            | 42      | 59                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| Less than 12th grade -----              | 308    | 8                 | 47      | 37              | 24      | 57           | 59      | 50            | 38      | 55                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| 12th grade or more -----                | 433    | 6                 | 51      | 35              | 25      | 62           | 61      | 48            | 44      | 61                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| 35 - 49 years -----                     | 779    | 5                 | 52      | 33              | 22      | 65           | 63      | 49            | 47      | 56                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| Less than 12th grade -----              | 393    | 6                 | 51      | 39              | 21      | 61           | 57      | 50            | 38      | 47                 | 5       |                        |         |                |         |           |         |                            |         |              |         |
| 12th grade or more -----                | 386    | 3                 | 54      | 27              | 23      | 69           | 69      | 48            | 56      | 66                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| 50 years or over -----                  | 893    | 8                 | 52      | 35              | 20      | 56           | 58      | 48            | 41      | 52                 | 6       |                        |         |                |         |           |         |                            |         |              |         |
| Less than 12th grade -----              | 621    | 8                 | 52      | 35              | 20      | 54           | 57      | 50            | 39      | 52                 | 5       |                        |         |                |         |           |         |                            |         |              |         |
| 12th grade or more -----                | 272    | 7                 | 51      | 30              | 18      | 60           | 61      | 45            | 45      | 51                 | 6       |                        |         |                |         |           |         |                            |         |              |         |
| Family income and size:                 |        |                   |         |                 |         |              |         |               |         |                    |         |                        |         |                |         |           |         |                            |         |              |         |
| Under \$4,000 -----                     | 1,027  | 7                 | 51      | 37              | 21      | 58           | 57      | 52            | 40      | 54                 | 5       |                        |         |                |         |           |         |                            |         |              |         |
| 1 - 3 persons -----                     | 691    | 7                 | 52      | 36              | 22      | 60           | 58      | 52            | 40      | 55                 | 5       |                        |         |                |         |           |         |                            |         |              |         |
| 4 or more persons -----                 | 336    | 7                 | 47      | 39              | 21      | 53           | 55      | 51            | 38      | 52                 | 7       |                        |         |                |         |           |         |                            |         |              |         |
| \$4,000 - \$5,999 -----                 | 739    | 5                 | 51      | 34              | 21      | 61           | 62      | 47            | 45      | 56                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| 1 - 3 persons -----                     | 388    | 4                 | 51      | 32              | 20      | 60           | 62      | 46            | 44      | 57                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| 4 or more persons -----                 | 351    | 6                 | 50      | 37              | 23      | 62           | 62      | 49            | 45      | 54                 | 3       |                        |         |                |         |           |         |                            |         |              |         |
| \$6,000 or over -----                   | 636    | 7                 | 54      | 30              | 25      | 63           | 65      | 46            | 47      | 57                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| 1 - 3 persons -----                     | 361    | 8                 | 52      | 30              | 22      | 62           | 62      | 47            | 47      | 55                 | 5       |                        |         |                |         |           |         |                            |         |              |         |
| 4 or more persons -----                 | 275    | 5                 | 56      | 31              | 28      | 65           | 69      | 45            | 47      | 60                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| Family's level of egg use at breakfast: |        |                   |         |                 |         |              |         |               |         |                    |         |                        |         |                |         |           |         |                            |         |              |         |
| Lower -----                             | 687    | 8                 | 51      | 36              | 23      | 60           | 60      | 49            | 44      | 56                 | 4       |                        |         |                |         |           |         |                            |         |              |         |
| Middle -----                            | 1,083  | 6                 | 51      | 34              | 22      | 61           | 61      | 49            | 42      | 53                 | 5       |                        |         |                |         |           |         |                            |         |              |         |
| Upper -----                             | 673    | 6                 | 52      | 33              | 21      | 59           | 60      | 48            | 43      | 57                 | 6       |                        |         |                |         |           |         |                            |         |              |         |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 5.--"Now tell me the numbers on the pictures of those you think should eat a large or substantial breakfast." (Asked of all homemakers) <sup>1/</sup>

| Cases                                   | Number | Young working man |         | Young housewife |         | Male student |         | Elderly woman |         | Young male teacher |         | Middle-aged executive |         | Female student |         | Older man |         | Young female office worker |         | None of them |         |
|---|--------|-------------------|---------|-----------------|---------|--------------|---------|---------------|---------|--------------------|---------|-----------------------|---------|----------------|---------|-----------|---------|----------------------------|---------|--------------|---------|
|   |        | Percent           | Percent | Percent         | Percent | Percent      | Percent | Percent       | Percent | Percent            | Percent | Percent               | Percent | Percent        | Percent | Percent   | Percent | Percent                    | Percent | Percent      | Percent |
| United States total                     | 2,452  | 91                | 24      | 58              | 6       | 26           | 16      | 35            | 31      | 25                 | 3       |                       |         |                |         |           |         |                            |         |              |         |
| Community size:                         |        |                   |         |                 |         |              |         |               |         |                    |         |                       |         |                |         |           |         |                            |         |              |         |
| 1,000,000 or over                       | 735    | 87                | 20      | 57              | 5       | 25           | 16      | 34            | 32      | 26                 | 6       |                       |         |                |         |           |         |                            |         |              |         |
| 2,500 - 999,999                         | 907    | 93                | 21      | 60              | 7       | 29           | 18      | 37            | 33      | 25                 | 1       |                       |         |                |         |           |         |                            |         |              |         |
| Under 2,500                             | 810    | 94                | 32      | 57              | 5       | 23           | 13      | 35            | 28      | 25                 | 3       |                       |         |                |         |           |         |                            |         |              |         |
| Homemaker's age and education:          |        |                   |         |                 |         |              |         |               |         |                    |         |                       |         |                |         |           |         |                            |         |              |         |
| Under 35 years                          | 741    | 92                | 24      | 56              | 5       | 26           | 16      | 35            | 33      | 20                 | 2       |                       |         |                |         |           |         |                            |         |              |         |
| Less than 12th grade                    | 308    | 89                | 22      | 52              | 6       | 27           | 16      | 29            | 34      | 23                 | 2       |                       |         |                |         |           |         |                            |         |              |         |
| 12th grade or more                      | 433    | 94                | 25      | 59              | 4       | 26           | 17      | 40            | 31      | 17                 | 2       |                       |         |                |         |           |         |                            |         |              |         |
| 35 - 49 years                           | 779    | 92                | 24      | 61              | 5       | 23           | 14      | 35            | 27      | 27                 | 2       |                       |         |                |         |           |         |                            |         |              |         |
| Less than 12th grade                    | 393    | 92                | 24      | 52              | 7       | 27           | 17      | 28            | 31      | 35                 | 2       |                       |         |                |         |           |         |                            |         |              |         |
| 12th grade or more                      | 386    | 96                | 23      | 70              | 3       | 19           | 11      | 42            | 23      | 19                 | 2       |                       |         |                |         |           |         |                            |         |              |         |
| 50 years or over                        | 893    | 89                | 25      | 57              | 8       | 28           | 16      | 36            | 32      | 28                 | 5       |                       |         |                |         |           |         |                            |         |              |         |
| Less than 12th grade                    | 621    | 88                | 27      | 54              | 8       | 29           | 18      | 34            | 34      | 29                 | 5       |                       |         |                |         |           |         |                            |         |              |         |
| 12th grade or more                      | 272    | 90                | 22      | 64              | 6       | 25           | 12      | 40            | 28      | 28                 | 5       |                       |         |                |         |           |         |                            |         |              |         |
| Family income and size:                 |        |                   |         |                 |         |              |         |               |         |                    |         |                       |         |                |         |           |         |                            |         |              |         |
| Under \$4,000                           | 1,027  | 90                | 26      | 53              | 8       | 27           | 18      | 31            | 33      | 26                 | 4       |                       |         |                |         |           |         |                            |         |              |         |
| 1 - 3 persons                           | 691    | 89                | 27      | 55              | 7       | 25           | 16      | 32            | 32      | 26                 | 5       |                       |         |                |         |           |         |                            |         |              |         |
| 4 or more persons                       | 336    | 91                | 25      | 50              | 9       | 29           | 20      | 29            | 35      | 27                 | 1       |                       |         |                |         |           |         |                            |         |              |         |
| \$4,000 - \$5,999                       | 739    | 93                | 24      | 60              | 4       | 26           | 13      | 38            | 28      | 25                 | 2       |                       |         |                |         |           |         |                            |         |              |         |
| 1 - 3 persons                           | 388    | 93                | 24      | 62              | 6       | 28           | 15      | 41            | 29      | 26                 | 2       |                       |         |                |         |           |         |                            |         |              |         |
| 4 or more persons                       | 351    | 93                | 23      | 57              | 2       | 23           | 11      | 35            | 26      | 25                 | 3       |                       |         |                |         |           |         |                            |         |              |         |
| \$6,000 or over                         | 636    | 93                | 22      | 65              | 5       | 24           | 14      | 40            | 30      | 24                 | 3       |                       |         |                |         |           |         |                            |         |              |         |
| 1 - 3 persons                           | 361    | 91                | 19      | 66              | 5       | 24           | 16      | 39            | 30      | 23                 | 4       |                       |         |                |         |           |         |                            |         |              |         |
| 4 or more persons                       | 275    | 95                | 24      | 63              | 5       | 24           | 12      | 42            | 29      | 24                 | 1       |                       |         |                |         |           |         |                            |         |              |         |
| Family's level of egg use at breakfast: |        |                   |         |                 |         |              |         |               |         |                    |         |                       |         |                |         |           |         |                            |         |              |         |
| Lower                                   | 687    | 90                | 19      | 55              | 5       | 24           | 15      | 34            | 29      | 22                 | 4       |                       |         |                |         |           |         |                            |         |              |         |
| Middle                                  | 1,083  | 92                | 24      | 59              | 6       | 25           | 15      | 36            | 31      | 27                 | 3       |                       |         |                |         |           |         |                            |         |              |         |
| Upper                                   | 673    | 92                | 29      | 58              | 7       | 29           | 17      | 36            | 34      | 25                 | 3       |                       |         |                |         |           |         |                            |         |              |         |

<sup>1/</sup> Percentages add to more than 100 because some respondents gave more than one answer.



Table 6.--"Why do you think that this group of people could eat just a small or very light breakfast?" (Asked of homemakers who selected pictures of one or more persons who they thought could eat just a small or very light breakfast) 1/

|  | <u>United States total</u><br><u>Percent</u> |
|--|--|
| Daily activity is light; require little energy --- | 76   |
| They are overweight -----                          | 33   |
| Probably will eat again during morning -----       | 17   |
| Health reasons (other than overweight) -----       | 5  |
| Age limits food requirements -----                 | 3  |
| Probably will have a substantial lunch -----       | 2  |
| Smaller people need less food -----                | 2  |
| Miscellaneous -----                                | 2  |
| Don't know or no answer -----                      | 2  |
|  | <hr/>  |
| Number of cases -----                              | 2,090  |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 7.--"Why do you think that this group should eat a large or substantial breakfast?" (Asked only of homemakers who selected pictures of one or more persons who they thought should eat a large or substantial breakfast) 1/

|  | <u>United States total</u><br><u>Percent</u> |
|--|--|
| Daily activity is heavy; require energy -----  | 93   |
| Growing bodies need more food -----            | 22   |
| Probably won't eat again during morning -----  | 8  |
| Probably will have a cold or light lunch ----- | 8  |
| Larger people need more food -----             | 6  |
| They are underweight -----                     | 5  |
| Everyone should eat a good breakfast -----     | 4  |
| Miscellaneous -----                            | 2  |
| Don't know or no answer -----                  | 1  |
|  | <hr/>  |
| Number of cases -----                          | 2,374  |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 8.--"We have talked about what people ought to eat for breakfast. Now let's talk about eggs in particular, and the kinds of people who don't eat them regularly. On this card we have listed several different kinds of people. Some of these people are much more likely not to eat eggs regularly than others. Which ones of these do you think would not eat eggs regularly for breakfast?" (Asked of all homemakers) 1/

| Cases                                   | Number | Men                   |  | Women                 |  | Men           |  | Women         |  | Boys            |  | Girls           |  | Children      |  | All would          |  |
|---|--------|-----------------------|--|-----------------------|--|---------------|--|---------------|--|-----------------|--|-----------------|--|---------------|--|--------------------|--|
|   |        | in their 50's or 60's |  | in their 50's or 60's |  | in their 30's |  | in their 30's |  | around 15 or 16 |  | around 15 or 16 |  | around 7 or 8 |  | eat eggs regularly |  |
|   |        | Percent               |  | Percent               |  | Percent       |  | Percent       |  | Percent         |  | Percent         |  | Percent       |  | Percent            |  |
| United States total -----               | 2,452  | 19                    |  | 27                    |  | 4             |  | 11            |  | 17              |  | 26              |  | 20            |  | 38                 |  |
| Community size:                         |        |                       |  |                       |  |               |  |               |  |                 |  |                 |  |               |  |                    |  |
| 1,000,000 or over -----                 | 735    | 27                    |  | 32                    |  | 6             |  | 12            |  | 18              |  | 24              |  | 19            |  | 37                 |  |
| 2,500 - 999,999 -----                   | 907    | 17                    |  | 25                    |  | 4             |  | 13            |  | 18              |  | 30              |  | 23            |  | 34                 |  |
| Under 2,500 -----                       | 810    | 15                    |  | 24                    |  | 2             |  | 7             |  | 13              |  | 23              |  | 18            |  | 44                 |  |
| Homemaker's age and education:          |        |                       |  |                       |  |               |  |               |  |                 |  |                 |  |               |  |                    |  |
| Under 35 years -----                    | 741    | 19                    |  | 27                    |  | 5             |  | 14            |  | 18              |  | 29              |  | 23            |  | 33                 |  |
| Less than 12th grade -----              | 308    | 18                    |  | 21                    |  | 6             |  | 13            |  | 16              |  | 21              |  | 23            |  | 39                 |  |
| 12th grade or more -----                | 433    | 20                    |  | 30                    |  | 4             |  | 15            |  | 20              |  | 35              |  | 23            |  | 28                 |  |
| 35 - 49 years -----                     | 779    | 18                    |  | 24                    |  | 4             |  | 10            |  | 17              |  | 27              |  | 20            |  | 38                 |  |
| Less than 12th grade -----              | 393    | 19                    |  | 24                    |  | 5             |  | 8             |  | 16              |  | 20              |  | 21            |  | 41                 |  |
| 12th grade or more -----                | 386    | 17                    |  | 25                    |  | 4             |  | 12            |  | 19              |  | 34              |  | 20            |  | 34                 |  |
| 50 years or over -----                  | 893    | 21                    |  | 28                    |  | 3             |  | 10            |  | 14              |  | 22              |  | 17            |  | 44                 |  |
| Less than 12th grade -----              | 621    | 20                    |  | 27                    |  | 3             |  | 8             |  | 13              |  | 18              |  | 14            |  | 48                 |  |
| 12th grade or more -----                | 272    | 23                    |  | 33                    |  | 3             |  | 13            |  | 18              |  | 31              |  | 24            |  | 34                 |  |
| Family income and size:                 |        |                       |  |                       |  |               |  |               |  |                 |  |                 |  |               |  |                    |  |
| Under \$4,000 -----                     | 1,027  | 17                    |  | 23                    |  | 4             |  | 9             |  | 13              |  | 19              |  | 18            |  | 45                 |  |
| 1 - 3 persons -----                     | 691    | 17                    |  | 24                    |  | 4             |  | 8             |  | 13              |  | 19              |  | 17            |  | 47                 |  |
| 4 or more persons -----                 | 336    | 17                    |  | 22                    |  | 4             |  | 10            |  | 11              |  | 19              |  | 21            |  | 43                 |  |
| \$4,000 - \$5,999 -----                 | 739    | 20                    |  | 26                    |  | 5             |  | 13            |  | 20              |  | 29              |  | 21            |  | 34                 |  |
| 1 - 3 persons -----                     | 388    | 20                    |  | 27                    |  | 5             |  | 15            |  | 19              |  | 30              |  | 20            |  | 34                 |  |
| 4 or more persons -----                 | 351    | 20                    |  | 25                    |  | 5             |  | 11            |  | 22              |  | 28              |  | 23            |  | 34                 |  |
| \$6,000 or over -----                   | 636    | 23                    |  | 33                    |  | 4             |  | 12            |  | 19              |  | 32              |  | 21            |  | 32                 |  |
| 1 - 3 persons -----                     | 361    | 25                    |  | 35                    |  | 5             |  | 14            |  | 14              |  | 28              |  | 19            |  | 34                 |  |
| 4 or more persons -----                 | 275    | 19                    |  | 31                    |  | 2             |  | 9             |  | 24              |  | 38              |  | 24            |  | 29                 |  |
| Family's level of egg use at breakfast: |        |                       |  |                       |  |               |  |               |  |                 |  |                 |  |               |  |                    |  |
| Lower -----                             | 687    | 26                    |  | 34                    |  | 5             |  | 15            |  | 22              |  | 31              |  | 22            |  | 28                 |  |
| Middle -----                            | 1,083  | 19                    |  | 27                    |  | 4             |  | 10            |  | 16              |  | 25              |  | 20            |  | 39                 |  |
| Upper -----                             | 673    | 13                    |  | 19                    |  | 4             |  | 9             |  | 13              |  | 22              |  | 18            |  | 48                 |  |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 9.---"Why do you think \_\_\_\_\_ wouldn't eat eggs regularly for breakfast?" (Asked only of homemakers who selected each respective group as not likely to eat eggs regularly for breakfast) 1/

|   | Men<br>in their<br>50's or 60's | Women<br>in their<br>50's or 60's | Men<br>in their<br>30's | Women<br>in their<br>30's | Boys<br>around<br>15 or 16 | Girls<br>around<br>15 or 16 | Children<br>around<br>7 or 8 |
|---|---------------------------------|-----------------------------------|-------------------------|---------------------------|----------------------------|-----------------------------|------------------------------|
|   | Percent                         | Percent                           | Percent                 | Percent                   | Percent                    | Percent                     | Percent                      |
| Preference -----  | 37                              | 39                                | 35                      | 22                        | 43                         | 34                          | 86                           |
| Don't like eggs at all -----  | 4                               | 4                                 | 9                       | 4                         | 15                         | 13                          | 38                           |
| Don't like eggs for breakfast -----   | 22                              | 26                                | 7                       | 14                        | 8                          | 10                          | 9                            |
| Tired of eggs -----   | 6                               | 5                                 | 7                       | 2                         | 5                          | 3                           | 7                            |
| Want variety -----  | 4                               | 3                                 | 9                       | 2                         | 10                         | 4                           | 13                           |
| Prefer cereal -----   | 1                               | 1                                 | --                      | --                        | 2                          | 1                           | 18                           |
| Prefer breakfast items other<br>than cereal -----                                 | 1                               | 2/*                               | 3                       | --                        | 3                          | 3                           | 4                            |
| Health -----  | 42                              | 39                                | 9                       | 40                        | 2                          | 31                          | 2                            |
| Concerned about effect of<br>eggs on heart or circulatory<br>system -----         | 20                              | 15                                | 2                       | 1                         | *                          | *                           | --                           |
| Have other physical con-<br>ditions (allergy, etc.) which<br>eggs aggravate ----- | 19                              | 16                                | 1                       | 1                         | 2                          | 2                           | 2                            |
| Likely to be overweight or<br>weight conscious -----                              | 6                               | 11                                | 6                       | 39                        | *                          | 29                          | --                           |
| Convenience -----   | 3                               | 6                                 | 46                      | 44                        | 59                         | 52                          | 10                           |
| Too much time or trouble to<br>prepare -----                                      | 2                               | 6                                 | 10                      | 23                        | 6                          | 7                           | 2                            |
| Don't have time to eat eggs -   | 1                               | 1                                 | 37                      | 23                        | 57                         | 48                          | 8                            |
| Daily activity is light; don't<br>need eggs -----                                 | 22                              | 25                                | --                      | 1                         | --                         | *                           | --                           |
| Eggs are not needed every day -   | 6                               | 6                                 | 5                       | 2                         | *                          | *                           | *                            |
| Too much protein -----  | 5                               | 3                                 | 2                       | 1                         | *                          | --                          | *                            |
| Miscellaneous -----   | 2                               | 2                                 | 2                       | 2                         | 1                          | 2                           | 3                            |
| Don't know or no answer -----   | 2                               | 2                                 | 5                       | 2                         | 2                          | 2                           | 3                            |
| Number of cases -----   | 478                             | 651                               | 99                      | 271                       | 407                        | 627                         | 493                          |

1/ Percentages (left column) may add to more than their subtotals (right column) and these add to more than 100 because some respondents gave more than one answer.

2/ Asterisks indicate less than 1 percent.



Table 10.--"I notice that you included eggs in the \_\_\_\_\_ breakfast(s). Why did you do this?" (Asked only of homemakers who chose eggs for one or more of the breakfast menus in table 1) 1/

|  | <u>United States total</u> |       |
|--|----------------------------|-------|
|  | <u>Percent</u>             |       |
| Food value -----                       |                            | 82    |
| Contain proteins -----                 | 40                         |       |
| Contain vitamins -----                 | 14                         |       |
| Contain minerals -----                 | 8                          |       |
| Contain carbohydrates -----            | 2                          |       |
| Nourishing food source (general) ----- | 29                         |       |
| Filling -----                          |                            | 28    |
| Tasty -----                            |                            | 9     |
| Combine well with other foods -----    |                            | 6     |
| Easily digested -----                  |                            | 5     |
| Easy, quick to prepare -----           |                            | 5     |
| Low in calories -----                  |                            | 4     |
| Inexpensive breakfast item -----       |                            | 3     |
| Can be served variety of ways -----    |                            | 1     |
| Eggs just go with breakfast -----      |                            | 5     |
| Miscellaneous -----                    |                            | 1     |
| Don't know or no answer -----          |                            | 1     |
|  |                            | <hr/> |
|  |                            | <hr/> |
| Number of cases -----                  |                            | 2,403 |

1/ Percentages (left column) add to more than their subtotals (right column) and these add to more than 100 because some respondents gave more than one answer.

Table 11.--"I notice that you did not include eggs in the \_\_\_\_\_ breakfast(s). Why didn't you?" (Asked only of homemakers who did not choose eggs for one or more of the breakfast menus in table 1) 1/

|   | <u>United States total</u> |       |
|---|----------------------------|-------|
|   | <u>Percent</u>             |       |
| Too filling or heavy -----  |                            | 41    |
| Not associated with this type of breakfast -----                    |                            | 17    |
| Take too much time or trouble to prepare -----                      |                            | 16    |
| Provide more protein than is required -----                         |                            | 14    |
| Other items replace eggs -----                                      |                            | 12    |
| Some people don't like eggs -----                                   |                            | 7     |
| Too fattening -----   |                            | 5     |
| Some people eat again during morning; eat eggs at other meals ----- |                            | 5     |
| Eggs take too much time to eat -----                                |                            | 5     |
| Miscellaneous -----   |                            | 3     |
| Don't know or no answer -----                                       |                            | 4     |
|   |                            | <hr/> |
|   |                            | <hr/> |
| Number of cases -----   |                            | 1,964 |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 12.--"Does \_\_\_\_\_ regularly eat breakfast here during the week, that is, Mondays through Fridays? On Saturdays? On Sundays?" (Asked of all home-makers for each person residing in the household)

|                           | Individuals who usually eat breakfast<br>at home on -- |                |                |                |
|---------------------------|--|----------------|----------------|----------------|
|                           | Cases  | Weekdays       | Saturdays      | Sundays        |
|                           | <u>Number</u>  | <u>Percent</u> | <u>Percent</u> | <u>Percent</u> |
| United States total ----- | 8,162  | 96             | 97             | 98             |
| 5 years or under -----    | 1,107  | 99             | 99             | 98             |
| 6 - 15 years -----        | 1,528  | 98             | 98             | 99             |
| 16 - 20 years -----       | 563  | 93             | 95             | 95             |
| 21 - 30 years -----       | 1,048  | 92             | 95             | 96             |
| 31 - 50 years -----       | 2,092  | 94             | 95             | 97             |
| 51 years or over -----    | 1,761  | 97             | 98             | 98             |
| Male -----                | 3,974  | 94             | 96             | 97             |
| 5 years or under -----    | 556  | 99             | 99             | 98             |
| 6 - 15 years -----        | 794  | 97             | 98             | 99             |
| 16 - 20 years -----       | 269  | 91             | 94             | 95             |
| 21 - 30 years -----       | 493  | 90             | 94             | 96             |
| 31 - 50 years -----       | 971  | 90             | 93             | 96             |
| 51 years or over -----    | 866  | 96             | 98             | 98             |
| Female -----              | 4,188  | 97             | 97             | 98             |
| 5 years or under -----    | 551  | 99             | 99             | 99             |
| 6 - 15 years -----        | 734  | 98             | 99             | 99             |
| 16 - 20 years -----       | 294  | 94             | 96             | 95             |
| 21 - 30 years -----       | 555  | 94             | 95             | 96             |
| 31 - 50 years -----       | 1,121  | 97             | 97             | 98             |
| 51 years or over -----    | 895  | 98             | 98             | 98             |

Table 13.--"I would now like some information about each person's breakfast. Consider coffee or juice as a breakfast. What does (he) (she) (do you) usually have for breakfast during the week?" (Asked of all homemakers for each person in the household who usually eats breakfast there during the week) 1/

Individual usually eats --

| Cases                  | Number | United States total ----- | Juice, fruit |         | Bakery products |         | Eggs    |         | Meat    |         | Hot cereal |         | Grits, rice |         | Pan-cakes, waffles |         | Hot beverages |         | Miscellaneous |         |
|------------------------|--------|---------------------------|--------------|---------|-----------------|---------|---------|---------|---------|---------|------------|---------|-------------|---------|--------------------|---------|---------------|---------|---------------|---------|
|                        |        |                           | Percent      | Percent | Percent         | Percent | Percent | Percent | Percent | Percent | Percent    | Percent | Percent     | Percent | Percent            | Percent | Percent       | Percent | Percent       | Percent |
|                        |        |                           | 46           | 79      | 45              | 59      | 59      | 62      | 36      | 22      | 22         | 17      | 9           | 2       | 62                 | 35      | 2             |         |               |         |
| 5 years or under ----- | 1,099  |                           | 45           | 59      | 45              | 59      | 59      | 59      | 22      | 36      | 22         | 22      | 9           | 1       | 5                  | 84      | 2             |         |               |         |
| 6 - 15 years -----     | 1,491  |                           | 44           | 79      | 44              | 79      | 62      | 37      | 37      | 26      | 24         | 24      | 12          | 3       | 20                 | 74      | 2             |         |               |         |
| 16 - 20 years -----    | 523    |                           | 44           | 81      | 44              | 81      | 63      | 39      | 39      | 15      | 18         | 18      | 9           | 3       | 52                 | 43      | 2             |         |               |         |
| 21 - 30 years -----    | 964    |                           | 48           | 84      | 48              | 84      | 63      | 42      | 42      | 16      | 12         | 12      | 7           | 2       | 83                 | 17      | 2             |         |               |         |
| 31 - 50 years -----    | 1,958  |                           | 48           | 82      | 48              | 82      | 63      | 41      | 41      | 16      | 12         | 12      | 7           | 2       | 91                 | 9       | 2             |         |               |         |
| 51 years or over ----- | 1,708  |                           | 47           | 87      | 47              | 87      | 61      | 36      | 36      | 24      | 16         | 16      | 7           | 2       | 90                 | 8       | 2             |         |               |         |
| Male -----             | 3,738  |                           | 45           | 81      | 45              | 81      | 67      | 41      | 41      | 23      | 18         | 18      | 8           | 3       | 59                 | 38      | 3             |         |               |         |
| 5 years or under ----- | 554    |                           | 44           | 60      | 44              | 60      | 60      | 22      | 22      | 35      | 22         | 22      | 8           | 1       | 6                  | 84      | 2             |         |               |         |
| 6 - 15 years -----     | 770    |                           | 44           | 82      | 44              | 82      | 62      | 38      | 38      | 25      | 27         | 27      | 11          | 3       | 19                 | 74      | 2             |         |               |         |
| 16 - 20 years -----    | 246    |                           | 40           | 83      | 40              | 83      | 70      | 48      | 48      | 21      | 20         | 20      | 11          | 5       | 51                 | 46      | 3             |         |               |         |
| 21 - 30 years -----    | 442    |                           | 48           | 86      | 48              | 86      | 69      | 49      | 49      | 16      | 16         | 16      | 7           | 3       | 82                 | 21      | 3             |         |               |         |
| 31 - 50 years -----    | 871    |                           | 48           | 84      | 48              | 84      | 73      | 50      | 50      | 17      | 12         | 12      | 7           | 2       | 89                 | 10      | 3             |         |               |         |
| 51 years or over ----- | 834    |                           | 44           | 88      | 44              | 88      | 67      | 43      | 43      | 25      | 17         | 17      | 7           | 2       | 91                 | 9       | 3             |         |               |         |
| Female -----           | 4,062  |                           | 48           | 78      | 48              | 78      | 57      | 32      | 32      | 22      | 15         | 15      | 9           | 2       | 64                 | 33      | 1             |         |               |         |
| 5 years or under ----- | 545    |                           | 46           | 57      | 46              | 57      | 57      | 23      | 23      | 37      | 22         | 22      | 10          | 1       | 5                  | 84      | 1             |         |               |         |
| 6 - 15 years -----     | 721    |                           | 45           | 77      | 45              | 77      | 61      | 35      | 35      | 27      | 21         | 21      | 14          | 3       | 20                 | 74      | 1             |         |               |         |
| 16 - 20 years -----    | 277    |                           | 48           | 80      | 48              | 80      | 56      | 31      | 31      | 11      | 16         | 16      | 8           | 2       | 52                 | 40      | 1             |         |               |         |
| 21 - 30 years -----    | 522    |                           | 47           | 82      | 47              | 82      | 57      | 36      | 36      | 16      | 9          | 9       | 7           | 2       | 85                 | 15      | 1             |         |               |         |
| 31 - 50 years -----    | 1,087  |                           | 48           | 82      | 48              | 82      | 56      | 34      | 34      | 15      | 12         | 12      | 8           | 1       | 92                 | 8       | 2             |         |               |         |
| 51 years or over ----- | 874    |                           | 50           | 85      | 50              | 85      | 54      | 30      | 30      | 22      | 15         | 15      | 7           | 1       | 90                 | 8       | 2             |         |               |         |

1/ Percentages add to more than 100 because some respondents gave more than one answer.



Table 14.--"What does (he) (she) (do you) usually have for breakfast on Saturdays?" (Asked of all homemakers for each person in the household who usually eats breakfast there on Saturdays) <sup>1/</sup>

Individual usually eats --

|                           | Cases | Number | Juice, fruit |         | Bakery products |         | Eggs    |         | Meat    |         | Hot cereal |         | Cold cereal |         | Grits, rice |         | Pan-cakes, waffles |         | Hot beverages |         | Milk    |         | Miscellaneous |         |
|---------------------------|-------|--------|--------------|---------|-----------------|---------|---------|---------|---------|---------|------------|---------|-------------|---------|-------------|---------|--------------------|---------|---------------|---------|---------|---------|---------------|---------|
|                           |       |        | Percent      | Percent | Percent         | Percent | Percent | Percent | Percent | Percent | Percent    | Percent | Percent     | Percent | Percent     | Percent | Percent            | Percent | Percent       | Percent | Percent | Percent | Percent       | Percent |
| United States total ----- |       | 7,905  | 46           |         | 75              |         | 61      |         | 44      |         | 20         |         | 15          |         | 9           |         | 9                  |         | 61            |         | 34      |         | 3             |         |
| 5 years or under -----    | 1,098 |        | 44           | 56      | 55              |         | 28      |         | 34      |         | 18         |         | 9           |         | 8           |         | 7                  |         | 82            |         | 2       |         | 2             |         |
| 6 - 15 years -----        | 1,502 |        | 43           | 74      | 60              |         | 44      |         | 21      |         | 22         |         | 13          |         | 12          |         | 19                 |         | 73            |         | 2       |         | 2             |         |
| 16 - 20 years -----       | 537   |        | 41           | 79      | 60              |         | 47      |         | 14      |         | 15         |         | 8           |         | 8           |         | 51                 |         | 42            |         | 2       |         | 2             |         |
| 21 - 30 years -----       | 993   |        | 47           | 78      | 63              |         | 51      |         | 17      |         | 10         |         | 7           |         | 10          |         | 84                 |         | 17            |         | 3       |         | 3             |         |
| 31 - 50 years -----       | 1,991 |        | 49           | 77      | 64              |         | 50      |         | 15      |         | 11         |         | 7           |         | 9           |         | 89                 |         | 9             |         | 3       |         | 3             |         |
| 51 years or over -----    | 1,726 |        | 47           | 83      | 60              |         | 41      |         | 21      |         | 15         |         | 7           |         | 5           |         | 90                 |         | 8             |         | 3       |         | 3             |         |
| Male -----                | 3,821 |        | 45           |         | 75              |         | 65      |         | 49      |         | 21         |         | 17          |         | 9           |         | 10                 |         | 60            |         | 36      |         | 3             |         |
| 5 years or under -----    | 552   |        | 44           | 57      | 56              |         | 28      |         | 33      |         | 20         |         | 8           |         | 8           |         | 7                  |         | 82            |         | 3       |         | 3             |         |
| 6 - 15 years -----        | 779   |        | 42           | 76      | 60              |         | 45      |         | 20      |         | 25         |         | 12          |         | 11          |         | 20                 |         | 73            |         | 3       |         | 3             |         |
| 16 - 20 years -----       | 254   |        | 39           | 81      | 69              |         | 52      |         | 17      |         | 19         |         | 10          |         | 7           |         | 50                 |         | 46            |         | 2       |         | 2             |         |
| 21 - 30 years -----       | 465   |        | 47           | 78      | 69              |         | 54      |         | 17      |         | 12         |         | 8           |         | 12          |         | 83                 |         | 20            |         | 3       |         | 3             |         |
| 31 - 50 years -----       | 899   |        | 49           | 78      | 70              |         | 59      |         | 16      |         | 11         |         | 7           |         | 11          |         | 88                 |         | 9             |         | 4       |         | 4             |         |
| 51 years or over -----    | 850   |        | 43           | 83      | 66              |         | 49      |         | 23      |         | 15         |         | 7           |         | 6           |         | 90                 |         | 8             |         | 3       |         | 3             |         |
| Female -----              | 4,084 |        | 47           |         | 74              |         | 57      |         | 40      |         | 20         |         | 14          |         | 9           |         | 8                  |         | 62            |         | 32      |         | 2             |         |
| 5 years or under -----    | 546   |        | 43           | 54      | 54              |         | 29      |         | 35      |         | 17         |         | 10          |         | 8           |         | 5                  |         | 82            |         | 2       |         | 2             |         |
| 6 - 15 years -----        | 723   |        | 43           | 71      | 60              |         | 41      |         | 22      |         | 19         |         | 14          |         | 12          |         | 18                 |         | 73            |         | 2       |         | 2             |         |
| 16 - 20 years -----       | 283   |        | 43           | 78      | 52              |         | 43      |         | 10      |         | 13         |         | 7           |         | 8           |         | 53                 |         | 38            |         | 2       |         | 2             |         |
| 21 - 30 years -----       | 528   |        | 47           | 78      | 58              |         | 47      |         | 16      |         | 7          |         | 7           |         | 9           |         | 84                 |         | 14            |         | 2       |         | 2             |         |
| 31 - 50 years -----       | 1,092 |        | 50           | 78      | 59              |         | 43      |         | 15      |         | 11         |         | 7           |         | 8           |         | 90                 |         | 8             |         | 3       |         | 3             |         |
| 51 years or over -----    | 876   |        | 50           | 81      | 54              |         | 33      |         | 20      |         | 15         |         | 7           |         | 4           |         | 90                 |         | 8             |         | 2       |         | 2             |         |

<sup>1/</sup> Percentages add to more than 100 because some respondents gave more than one answer.

Table 15.--"What does (he) (she) (do you) usually have for breakfast on Sundays?" (Asked of all homemakers for each person in the household who usually eats breakfast there on Sundays) <sup>1/</sup>

Individual usually eats --

|                         |       | Juice, fruit |         | Bakery products |         | Eggs    |         | Meat    |         | Hot cereal |         | Cold cereal |         | Pan-cakes, waffles |         | Grits, rice |         | Hot beverages |         | Milk    |         | Miscellaneous |         |
|-------------------------|-------|--------------|---------|-----------------|---------|---------|---------|---------|---------|------------|---------|-------------|---------|--------------------|---------|-------------|---------|---------------|---------|---------|---------|---------------|---------|
| Cases                   |       | Percent      | Percent | Percent         | Percent | Percent | Percent | Percent | Percent | Percent    | Percent | Percent     | Percent | Percent            | Percent | Percent     | Percent | Percent       | Percent | Percent | Percent | Percent       | Percent |
| Number                  |       | Percent      |         | Percent         |         | Percent |         | Percent |         | Percent    |         | Percent     |         | Percent            |         | Percent     |         | Percent       |         | Percent |         | Percent       |         |
| United States total --- |       | 7,964        | 46      | 52              | 71      | 59      | 50      | 17      | 14      | 15         | 8       | 62          | 34      | 4                  |         |             |         |               |         |         |         |               |         |
| 5 years or under ---    | 1,089 | 44           | 44      | 55              | 55      | 33      | 31      | 17      | 17      | 12         | 9       | 7           | 81      | 3                  |         |             |         |               |         |         |         |               |         |
| 6 - 15 years ---        | 1,507 | 41           | 41      | 57              | 70      | 52      | 17      | 19      | 19      | 18         | 12      | 20          | 72      | 3                  |         |             |         |               |         |         |         |               |         |
| 16 - 20 years ---       | 536   | 41           | 41      | 57              | 71      | 53      | 12      | 13      | 13      | 16         | 9       | 53          | 41      | 4                  |         |             |         |               |         |         |         |               |         |
| 21 - 30 years ---       | 1,006 | 48           | 48      | 63              | 75      | 57      | 13      | 10      | 10      | 17         | 8       | 82          | 17      | 4                  |         |             |         |               |         |         |         |               |         |
| 31 - 50 years ---       | 2,036 | 50           | 50      | 60              | 74      | 55      | 12      | 10      | 10      | 17         | 6       | 90          | 9       | 4                  |         |             |         |               |         |         |         |               |         |
| 51 years or over ---    | 1,727 | 47           | 47      | 57              | 78      | 44      | 19      | 13      | 13      | 12         | 7       | 88          | 8       | 4                  |         |             |         |               |         |         |         |               |         |
| Male -----              |       | 3,862        | 45      | 71              | 62      | 53      | 18      | 15      | 16      | 8          | 36      | 4           |         |                    |         |             |         |               |         |         |         |               |         |
| 5 years or under ---    | 545   | 44           | 44      | 56              | 33      | 31      | 17      | 17      | 13      | 8          | 82      | 3           |         |                    |         |             |         |               |         |         |         |               |         |
| 6 - 15 years ---        | 783   | 40           | 40      | 57              | 51      | 16      | 16      | 22      | 17      | 12         | 12      | 21          | 72      | 4                  |         |             |         |               |         |         |         |               |         |
| 16 - 20 years ---       | 256   | 39           | 39      | 62              | 57      | 16      | 16      | 18      | 16      | 10         | 10      | 52          | 45      | 3                  |         |             |         |               |         |         |         |               |         |
| 21 - 30 years ---       | 471   | 49           | 49      | 68              | 60      | 14      | 14      | 12      | 18      | 8          | 19      | 83          | 19      | 5                  |         |             |         |               |         |         |         |               |         |
| 31 - 50 years ---       | 934   | 50           | 50      | 66              | 62      | 12      | 12      | 10      | 18      | 6          | 10      | 89          | 10      | 4                  |         |             |         |               |         |         |         |               |         |
| 51 years or over ---    | 850   | 45           | 45      | 62              | 51      | 20      | 20      | 12      | 14      | 7          | 6       | 89          | 8       | 6                  |         |             |         |               |         |         |         |               |         |
| Female -----            |       | 4,098        | 47      | 70              | 55      | 46      | 16      | 12      | 15      | 8          | 31      | 3           |         |                    |         |             |         |               |         |         |         |               |         |
| 5 years or under ---    | 544   | 44           | 44      | 54              | 33      | 31      | 17      | 17      | 12      | 9          | 80      | 3           |         |                    |         |             |         |               |         |         |         |               |         |
| 6 - 15 years ---        | 724   | 42           | 42      | 58              | 53      | 17      | 17      | 16      | 19      | 12         | 12      | 20          | 72      | 3                  |         |             |         |               |         |         |         |               |         |
| 16 - 20 years ---       | 280   | 42           | 42      | 53              | 49      | 9       | 9       | 8       | 16      | 8          | 36      | 5           |         |                    |         |             |         |               |         |         |         |               |         |
| 21 - 30 years ---       | 535   | 48           | 48      | 59              | 55      | 12      | 12      | 9       | 16      | 7          | 15      | 3           |         |                    |         |             |         |               |         |         |         |               |         |
| 31 - 50 years ---       | 1,102 | 49           | 49      | 56              | 51      | 12      | 12      | 9       | 15      | 6          | 8       | 4           |         |                    |         |             |         |               |         |         |         |               |         |
| 51 years or over ---    | 877   | 49           | 49      | 52              | 37      | 17      | 17      | 14      | 10      | 6          | 7       | 3           |         |                    |         |             |         |               |         |         |         |               |         |

<sup>1/</sup> Percentages add to more than 100 because some respondents gave more than one answer.

Table 16.--Summary of days on which each individual who eats breakfast in the household usually has eggs for breakfast

|                         | Cases         | Individual usually eats eggs<br>for breakfast -- |                  |                  | Usually<br>doesn't<br>eat eggs<br>for<br>breakfast |
|-------------------------|---------------|--|------------------|------------------|--|
|                         |               | Weekdays<br>and<br>weekends                      | Weekdays<br>only | Weekends<br>only |  |
|                         | <u>Number</u> | <u>Percent</u>                                   | <u>Percent</u>   | <u>Percent</u>   | <u>Percent</u>                                     |
| United States total --  | 8,162         | 53   | 6                | 15               | 26   |
| 5 years or under ---    | 1,106         | 53   | 6                | 11               | 30   |
| 6 - 15 years -----      | 1,529         | 52   | 8                | 16               | 24   |
| 16 - 20 years -----     | 563           | 50   | 8                | 15               | 27   |
| 21 - 30 years -----     | 1,048         | 50   | 8                | 21               | 21   |
| 31 - 50 years -----     | 2,092         | 54   | 6                | 18               | 22   |
| 51 years or over ---    | 1,761         | 55   | 4                | 10               | 31   |
| Male -----              | 3,974         | 56   | 7                | 15               | 22   |
| 5 years or under ---    | 555           | 54   | 6                | 9                | 31   |
| 6 - 15 years -----      | 795           | 52   | 8                | 15               | 25   |
| 16 - 20 years -----     | 269           | 57   | 7                | 14               | 22   |
| 21 - 30 years -----     | 493           | 54   | 8                | 22               | 16   |
| 31 - 50 years -----     | 971           | 58   | 7                | 18               | 17   |
| 51 years or over ---    | 866           | 60   | 5                | 11               | 24   |
| Female -----            | 4,188         | 50   | 6                | 15               | 29   |
| 5 years or under ---    | 551           | 51   | 6                | 11               | 32   |
| 6 - 15 years -----      | 734           | 53   | 7                | 16               | 24   |
| 16 - 20 years -----     | 294           | 44   | 9                | 15               | 32   |
| 21 - 30 years -----     | 555           | 47   | 7                | 21               | 25   |
| 31 - 50 years -----     | 1,121         | 49   | 5                | 19               | 27   |
| 51 years or over ---    | 895           | 49   | 4                | 10               | 37   |
| Family income and size: |               |  |                  |                  |  |
| Under \$4,000 -----     | 3,187         | 60   | 5                | 10               | 25   |
| 1 - 3 persons ----      | 1,356         | 59   | 4                | 11               | 26   |
| 4 or more persons-      | 1,831         | 60   | 6                | 9                | 25   |
| \$4,000 - \$5,999 ----  | 2,647         | 49   | 7                | 18               | 26   |
| 1 - 3 persons ----      | 905           | 49   | 6                | 18               | 27   |
| 4 or more persons-      | 1,742         | 49   | 7                | 18               | 26   |
| \$6,000 or over -----   | 2,182         | 49   | 7                | 18               | 26   |
| 1 - 3 persons ----      | 837           | 44   | 6                | 21               | 29   |
| 4 or more persons-      | 1,345         | 51   | 8                | 16               | 25   |



Table 17 (Part 1--all individuals).--"Why is it that \_\_\_\_\_ does not usually eat eggs for breakfast during the week?" (Asked of all homemakers for each individual 2 years of age and over who eats breakfast in the household, but does not usually eat eggs) 1/

| Preference -----  | All individuals 2 years of age or over<br>who do not usually eat eggs for breakfast during the week |         |        |         |         |         |         |         |         |         |
|---|---|---------|--------|---------|---------|---------|---------|---------|---------|---------|
|   | 2 - 5   |         | 6 - 15 |         | 16 - 20 |         | 21 - 30 |         | 31 - 50 |         |
|   | years   | Percent | years  | Percent | years   | Percent | years   | Percent | years   | Percent |
| Total   | 58  | 63      | 55     | 58      | 59      | 60      | 58      | 58      | 51      | 51      |
| Don't like eggs for breakfast -----                                     | 31  | 17      | 21     | 26      | 36      | 41      | 34      | 34      | 34      | 34      |
| Don't like eggs at all -----  | 18  | 32      | 24     | 24      | 15      | 12      | 14      | 14      | 14      | 14      |
| Wants variety -----   | 4   | 6       | 4      | 4       | 6       | 3       | 4       | 4       | 4       | 4       |
| Prefers cereal to eggs -----  | 2   | 7       | 4      | 2       | 1       | 2/3     | 2       | 2       | 2       | 2       |
| Tired of eggs -----   | 2   | 1       | 1      | 2       | 1       | 3       | 3       | 3       | 3       | 3       |
| Prefers breakfast food items other than cereal -----                    | 1   | 1       | 1      | 1       | 1       | 1       | 1       | 1       | 1       | 1       |
| Convenience -----   | 22  | 11      | 24     | 32      | 35      | 25      | 11      | 11      | 11      | 11      |
| Too much time or trouble to prepare -----                               | 13  | 11      | 11     | 17      | 22      | 15      | 9       | 9       | 9       | 9       |
| Don't have time to eat eggs -----                                       | 9   | 1       | 13     | 16      | 13      | 10      | 3       | 3       | 3       | 3       |
| Health -----  | 14  | 3       | 5      | 8       | 10      | 14      | 28      | 28      | 28      | 28      |
| Have physical condition (allergies, etc.) which eggs aggravate -----    | 9   | 3       | 5      | 6       | 6       | 9       | 18      | 18      | 18      | 18      |
| Likely to be overweight or weight conscious -----                       | 3   | --      | 1      | 3       | 4       | 3       | 4       | 4       | 4       | 4       |
| Concerned about the effect of eggs on heart or circulatory system ----- | 2   | --      | *      | 1       | *       | 2       | 7       | 7       | 7       | 7       |
| Too expensive; can't afford -----                                       | 6   | 9       | 11     | 5       | 4       | 3       | 4       | 4       | 4       | 4       |
| Homemaker prefers not to serve them -----                               | 2   | 3       | 4      | --      | --      | *       | 1       | 1       | 1       | 1       |
| Imitates older family members who do not eat eggs -----                 | 1   | 6       | 2      | 1       | --      | --      | --      | --      | --      | --      |
| Activity is light; doesn't need eggs -----                              | 1   | --      | --     | --      | 1       | 1       | 2       | 2       | 2       | 2       |
| Miscellaneous -----   | 2   | 4       | 2      | 1       | 1       | 1       | 3       | 3       | 3       | 3       |
| Don't know or no answer -----   | 2   | 3       | 2      | 3       | 2       | 2       | 1       | 1       | 1       | 1       |
| Number of cases -----   | 2,798   | 264     | 572    | 194     | 360     | 715     | 670     | 670     | 670     | 670     |

(continued)

Table 17 (Part 2--all males).--"Why is it that \_\_\_\_\_ does not usually eat eggs for breakfast during the week?" (Asked of all homemakers for each individual 2 years of age and over who eats breakfast in the household, but does not usually eat eggs) (continued) 1/

| All males 2 years of age or over<br>who do not usually eat eggs for breakfast during the week |                |         |                 |         |                  |         |                  |         |                  |         |                     |         |
|---|----------------|---------|-----------------|---------|------------------|---------|------------------|---------|------------------|---------|---------------------|---------|
| Total   | 2 - 5<br>years |         | 6 - 15<br>years |         | 16 - 20<br>years |         | 21 - 30<br>years |         | 31 - 50<br>years |         | 51 years<br>or over |         |
|   | Percent        | Percent | Percent         | Percent | Percent          | Percent | Percent          | Percent | Percent          | Percent | Percent             | Percent |
| 57  | 20             | 66      | 21              | 55      | 26               | 53      | 35               | 56      | 42               | 54      | 33                  | 58      |
| 30  | 20             |         | 21              |         | 26               |         | 35               |         | 42               |         | 33                  |         |
| 16  | 31             |         | 24              |         | 19               |         | 10               |         | 6                |         | 11                  |         |
| 5   | 5              |         | 4               |         | 3                |         | 7                |         | 3                |         | 7                   |         |
| 3   | 9              |         | 4               |         | 3                |         | 2                |         | *                |         | 2                   |         |
| 2   | 1              |         | 1               |         | 1                |         | 1                |         | 3                |         | 3                   |         |
| 2   | 2              |         | 1               |         | 3                |         | 1                |         | *                |         | 2                   |         |
| 23  | 9              |         | 22              |         | 29               |         | 38               |         | 31               |         | 14                  |         |
| 13  | 9              |         | 11              |         | 16               |         | 22               |         | 14               |         | 11                  |         |
| 10  | --             |         | 12              |         | 14               |         | 16               |         | 17               |         | 4                   |         |
| 10  | 3              |         | 4               |         | 8                |         | 6                |         | 11               |         | 22                  |         |
| 8   | 3              |         | 4               |         | 8                |         | 6                |         | 9                |         | 13                  |         |
| 1   | --             |         | --              |         | --               |         | --               |         | --               |         | 2                   |         |
| 2   | --             |         | 1               |         | 1                |         | --               |         | 3                |         | 7                   |         |
| 7   | 6              |         | 13              |         | 4                |         | 5                |         | 3                |         | 4                   |         |
| 2   | 5              |         | 5               |         | --               |         | --               |         | 1                |         | 1                   |         |
| 2   | 8              |         | 3               |         | 1                |         | --               |         | --               |         | --                  |         |
| 1   | --             |         | --              |         | --               |         | 1                |         | 1                |         | 4                   |         |
| 2   | 2              |         | 1               |         | 3                |         | --               |         | 2                |         | 3                   |         |
| 3   | 4              |         | 2               |         | 5                |         | 4                |         | 3                |         | *                   |         |
| 1,147   | 128            |         | 294             |         | 73               |         | 138              |         | 236              |         | 272                 |         |
| Number of cases   |                |         |                 |         |                  |         |                  |         |                  |         |                     |         |

(continued)

Table 17 (Part 3--all females).--"Why is it that \_\_\_\_\_ does not usually eat eggs for breakfast during the week?" (Asked of all homemakers for each individual 2 years of age and over who eats breakfast in the household, but does not usually eat eggs) (continued) 1/

| All females 2 years of age or over<br>who do not usually eat eggs for breakfast during the week |                |         |                 |         |                  |         |                  |         |                  |         |                     |         |
|---|----------------|---------|-----------------|---------|------------------|---------|------------------|---------|------------------|---------|---------------------|---------|
| Total   | 2 - 5<br>years |         | 6 - 15<br>years |         | 16 - 20<br>years |         | 21 - 30<br>years |         | 31 - 50<br>years |         | 51 years<br>or over |         |
| Percent   | Percent        | Percent | Percent         | Percent | Percent          | Percent | Percent          | Percent | Percent          | Percent | Percent             | Percent |
| 60  | 61             | 56      | 60              | 61      | 63               | 58      |                  |         |                  |         |                     |         |
| 32  | 14             | 21      | 26              | 36      | 41               | 35      |                  |         |                  |         |                     |         |
| 20  | 33             | 24      | 27              | 18      | 15               | 17      |                  |         |                  |         |                     |         |
| 4   | 7              | 5       | 4               | 5       | 3                | 2       |                  |         |                  |         |                     |         |
| 2   | 6              | 3       | 1               | *       | --               | 2       |                  |         |                  |         |                     |         |
| 2   | 1              | 2       | 2               | 1       | 3                | 3       |                  |         |                  |         |                     |         |
| 1   | 1              | 1       | --              | *       | 1                | *       |                  |         |                  |         |                     |         |
|   |                |         |                 |         |                  |         |                  |         |                  |         |                     |         |
| 21  | 12             | 25      | 35              | 33      | 22               | 9       |                  |         |                  |         |                     |         |
| 14  | 12             | 12      | 17              | 22      | 15               | 7       |                  |         |                  |         |                     |         |
| 8   | 1              | 15      | 18              | 11      | 7                | 2       |                  |         |                  |         |                     |         |
|   |                |         |                 |         |                  |         |                  |         |                  |         |                     |         |
| 16  | 4              | 6       | 8               | 12      | 16               | 32      |                  |         |                  |         |                     |         |
| 10  | 4              | 5       | 4               | 6       | 10               | 21      |                  |         |                  |         |                     |         |
| 4   | --             | 2       | 4               | 6       | 4                | 5       |                  |         |                  |         |                     |         |
| 2   | --             | --      | --              | *       | 2                | 7       |                  |         |                  |         |                     |         |
|   |                |         |                 |         |                  |         |                  |         |                  |         |                     |         |
| 5   | 12             | 9       | 5               | 4       | 3                | 4       |                  |         |                  |         |                     |         |
| 1   | 1              | 3       | 3               | --      | *                | 1       |                  |         |                  |         |                     |         |
| 1   | 5              | 2       | --              | --      | --               | --      |                  |         |                  |         |                     |         |
| 1   | --             | --      | --              | --      | 1                | 1       |                  |         |                  |         |                     |         |
| 2   | 6              | 2       | --              | 1       | 1                | 3       |                  |         |                  |         |                     |         |
| 2   | 2              | 2       | 2               | 1       | 2                | 1       |                  |         |                  |         |                     |         |
| 1,651   | 136            | 278     | 121             | 222     | 479              | 398     |                  |         |                  |         |                     |         |

|   |  |
|---|--|
| Preference -----  |  |
| Don't like eggs for breakfast -----                                     |  |
| Don't like eggs at all -----  |  |
| Wants variety -----   |  |
| Prefers cereal to eggs -----  |  |
| Tired of eggs -----   |  |
| Prefers breakfast food items other than cereal -----                    |  |
| Convenience -----   |  |
| Too much time or trouble to prepare -----                               |  |
| Don't have time to eat eggs -----                                       |  |
| Health -----  |  |
| Have physical condition (allergies, etc.) which eggs aggravate -----    |  |
| Likely to be overweight or weight conscious -----                       |  |
| Concerned about the effect of eggs on heart or circulatory system ----- |  |
| Too expensive; can't afford -----                                       |  |
| Homemaker prefers not to serve them -----                               |  |
| Imitates older family members who do not eat eggs -----                 |  |
| Activity is light; doesn't need eggs -----                              |  |
| Miscellaneous -----   |  |
| Don't know or no answer -----   |  |
| Number of cases -----   |  |

1/ Percentages (left column) may add to more than their subtotals (right column) and these add to more than 100 because some respondents gave more than one answer.

2/ Asterisks indicate less than 1 percent.



Table 18.--"Do you sometimes have eggs as a main dish at (noon, evening) meals?" "Did you use eggs as a main dish at any (noon, evening) meals during the past 7 days?" (percentaged for all homemakers)

|                                | Cases         | Sometimes have eggs<br>as a main dish for -- |                  | Served eggs in<br>preceding 7 days<br>as main dish for -- |                  |
|--------------------------------|---------------|--|------------------|---|------------------|
|                                |               | Noon<br>meals                                | Evening<br>meals | Noon<br>meals   | Evening<br>meals |
|                                | <u>Number</u> | <u>Percent</u>                               | <u>Percent</u>   | <u>Percent</u>  | <u>Percent</u>   |
| United States total -----      | 2,452         | 44   | 50               | 26  | 22               |
| Community size:                |               |  |                  |   |                  |
| 1,000,000 or over -----        | 735           | 50   | 44               | 31  | 18               |
| 2,500 - 999,999 -----          | 907           | 42   | 52               | 25  | 22               |
| Under 2,500 -----              | 810           | 39   | 53               | 21  | 25               |
| Homemaker's age and education: |               |  |                  |   |                  |
| Under 35 years -----           | 741           | 45   | 46               | 27  | 19               |
| Less than 12th grade -----     | 308           | 43   | 43               | 27  | 20               |
| 12th grade or more -----       | 433           | 47   | 48               | 28  | 19               |
| 35 - 49 years -----            | 779           | 44   | 50               | 26  | 20               |
| Less than 12th grade -----     | 393           | 40   | 46               | 23  | 17               |
| 12th grade or more -----       | 386           | 48   | 54               | 29  | 23               |
| 50 years or over -----         | 893           | 41   | 53               | 24  | 25               |
| Less than 12th grade -----     | 621           | 40   | 51               | 23  | 25               |
| 12th grade or more -----       | 272           | 44   | 57               | 25  | 25               |
| Family income and size:        |               |  |                  |   |                  |
| Under \$4,000 -----            | 1,027         | 39   | 48               | 23  | 23               |
| 1 - 3 persons -----            | 691           | 38   | 51               | 22  | 26               |
| 4 or more persons -----        | 336           | 41   | 41               | 24  | 18               |
| \$4,000 - \$5,999 -----        | 739           | 46   | 52               | 27  | 22               |
| 1 - 3 persons -----            | 388           | 38   | 52               | 22  | 22               |
| 4 or more persons -----        | 351           | 54   | 51               | 32  | 21               |
| \$6,000 or over -----          | 636           | 48   | 52               | 28  | 20               |
| 1 - 3 persons -----            | 361           | 44   | 49               | 25  | 20               |
| 4 or more persons -----        | 275           | 53   | 56               | 33  | 20               |
| Family's level of egg use:     |               |  |                  |   |                  |
| Lower -----                    | 591           | 39   | 41               | 22  | 16               |
| Middle -----                   | 1,083         | 44   | 50               | 26  | 21               |
| Upper -----                    | 773           | 46   | 56               | 28  | 28               |

Table 19.--"Why do you sometimes use eggs as a main dish for (noon, evening) meals?" (Asked only of homemakers who sometimes have eggs as a main dish for these meals) 1/

|   | Sometimes have eggs as a main dish for -- |               |
|---|---|---------------|
|   | Noon meals                                | Evening meals |
|   | Percent                                   | Percent       |
| Easy, quick to prepare -----                    | 44  | 44            |
| Contain protein, serve as meat substitute ----- | 27  | 32            |
| Nourishing food source; provide energy -----    | 27  | 14            |
| Tasty -----                                     | 27  | 20            |
| Always have eggs on hand -----                  | 12  | 12            |
| Serve them instead of at breakfast -----        | 11  | 4             |
| Good for menu variation -----                   | 9   | 10            |
| Filling -----                                   | 8   | 5             |
| Economical -----                                | 8   | 9             |
| Light, easily digested -----                    | 7   | 16            |
| Can be prepared in a variety of ways -----      | 2   | 1             |
| Low calorie content -----                       | 2   | 1             |
| Specified item on a restricted diet -----       | 2   | 1             |
| Miscellaneous -----                             | 2   | 2             |
| Don't know or no answer -----                   | 2   | 2             |
|   | <hr/>                                     | <hr/>         |
| Number of cases -----                           | 1,067                                     | 1,223         |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 20.--"How do you prepare eggs when you use them as a main dish for (noon, evening) meals?" (Asked of homemakers who used eggs as a main dish for these meals) 1/

|                                     | Ways in which eggs are prepared for -- |               |
|-------------------------------------|--|---------------|
|                                     | Noon meals                             | Evening meals |
|                                     | Percent                                | Percent       |
| Scrambled -----                     | 42                                     | 47            |
| Fried -----                         | 26                                     | 29            |
| Boiled -----                        | 26                                     | 20            |
| Egg salad -----                     | 19                                     | 7             |
| Omelette -----                      | 12                                     | 19            |
| Poached -----                       | 8                                      | 9             |
| Deviled -----                       | 4                                      | 3             |
| Souffles and casserole dishes ----- | 1                                      | 2             |
| Miscellaneous -----                 | 4                                      | 2             |
|                                     | <hr/>                                  | <hr/>         |
| Number of cases -----               | 1,067                                  | 1,223         |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 21.--"Why is it that you don't sometimes use eggs as a main dish at (noon, evening) meals?" (Asked only of homemakers who do not use eggs as a main dish for these meals) 1/

|   | Do not use eggs as main dish for -- |               |
|---|-------------------------------------|---------------|
|   | Noon meals                          | Evening meals |
|   | Percent                             | Percent       |
| Serve eggs at other meals -- want variety ----- | 31                                  | 36            |
| Some family members don't like eggs -----       | 10                                  | 9             |
| Prefer to serve meat -----                      | 9                                   | 20            |
| Prefer to serve other foods (not meat) -----    | 9                                   | 3             |
| Diet restrictions for some family members ----- | 5                                   | 7             |
| Too expensive -----                             | 4                                   | 5             |
| That's our main meal of day -----               | 4                                   | 10            |
| Eggs are associated with breakfast -----        | 4                                   | 6             |
| Prefer to serve left-overs -----                | 2                                   | 1             |
| Too light, not filling -----                    | 2                                   | 13            |
| Do not serve a (noon) (evening) meal -----      | 23                                  | 3             |
| Miscellaneous -----                             | 2                                   | 2             |
| Don't know or no answer -----                   | 3                                   | 2             |
|   | <hr/>                               | <hr/>         |
| Number of cases -----                           | 1,383                               | 1,227         |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 22.--"Do you sometimes use eggs in baking cakes or cookies or things like that?" (if yes) "Did you use eggs for baking in the past 7 days?" (percentaged for all homemakers)

|                                | Cases         | Sometimes<br>use eggs<br>in baking | Used eggs<br>for baking<br>in preceding<br>7 days |
|--------------------------------|---------------|------------------------------------|---|
|                                | <u>Number</u> | <u>Percent</u>                     | <u>Percent</u>                                    |
| United States total -----      | 2,452         | 87                                 | 62  |
| Community size:                |               |                                    |   |
| 1,000,000 or over -----        | 735           | 81                                 | 50  |
| 2,500 - 999,999 -----          | 907           | 86                                 | 58  |
| Under 2,500 -----              | 810           | 93                                 | 78  |
| Homemaker's age and education: |               |                                    |   |
| Under 35 years -----           | 741           | 90                                 | 61  |
| Less than 12th grade -----     | 308           | 90                                 | 58  |
| 12th grade or more -----       | 433           | 91                                 | 63  |
| 35 - 49 years -----            | 779           | 91                                 | 68  |
| Less than 12th grade -----     | 393           | 93                                 | 67  |
| 12th grade or more -----       | 386           | 88                                 | 69  |
| 50 years or over -----         | 893           | 80                                 | 58  |
| Less than 12th grade -----     | 621           | 79                                 | 57  |
| 12th grade or more -----       | 272           | 83                                 | 58  |
| Family income and size:        |               |                                    |   |
| Under \$4,000 -----            | 1,027         | 84                                 | 58  |
| 1 - 3 persons -----            | 691           | 79                                 | 54  |
| 4 or more persons -----        | 336           | 92                                 | 65  |
| \$4,000 - \$5,999 -----        | 739           | 92                                 | 67  |
| 1 - 3 persons -----            | 388           | 87                                 | 61  |
| 4 or more persons -----        | 351           | 98                                 | 75  |
| \$6,000 or over -----          | 636           | 86                                 | 64  |
| 1 - 3 persons -----            | 361           | 81                                 | 56  |
| 4 or more persons -----        | 275           | 94                                 | 74  |
| Family's level of egg use:     |               |                                    |   |
| Lower -----                    | 591           | 80                                 | 48  |
| Middle -----                   | 1,083         | 89                                 | 63  |
| Upper -----                    | 773           | 89                                 | 72  |



Table 23.--Summary of replies to: "Still thinking about all of the ways and times you have eggs, how many eggs do you use in a week during this time of year?"  
(Asked of all homemakers)

|                                | Family level of egg use <sup>1/</sup> |                |                |                |
|--------------------------------|---------------------------------------|----------------|----------------|----------------|
|                                | Cases                                 | Lower          | Middle         | Upper          |
|                                | <u>Number</u>                         | <u>Percent</u> | <u>Percent</u> | <u>Percent</u> |
| United States total -----      | 2,452                                 | 24             | 44             | 32             |
| Community size:                |                                       |                |                |                |
| 1,000,000 or over -----        | 735                                   | 29             | 46             | 25             |
| 2,500 - 999,999 -----          | 907                                   | 27             | 48             | 25             |
| Under 2,500 -----              | 810                                   | 16             | 39             | 45             |
| Homemaker's age and education: |                                       |                |                |                |
| Under 35 years -----           | 741                                   | 30             | 46             | 24             |
| Less than 12th grade -----     | 308                                   | 35             | 42             | 23             |
| 12th grade or more -----       | 433                                   | 27             | 49             | 24             |
| 35 - 49 years -----            | 779                                   | 23             | 48             | 29             |
| Less than 12th grade -----     | 393                                   | 24             | 47             | 29             |
| 12th grade or more -----       | 386                                   | 22             | 50             | 28             |
| 50 years or over -----         | 893                                   | 20             | 39             | 41             |
| Less than 12th grade -----     | 621                                   | 18             | 39             | 43             |
| 12th grade or more -----       | 272                                   | 24             | 40             | 36             |
| Family income and size:        |                                       |                |                |                |
| Under \$4,000 -----            | 1,027                                 | 22             | 43             | 35             |
| 1 - 3 persons -----            | 691                                   | 17             | 40             | 43             |
| 4 or more persons -----        | 336                                   | 34             | 46             | 20             |
| \$4,000 - \$5,999 -----        | 739                                   | 25             | 47             | 28             |
| 1 - 3 persons -----            | 388                                   | 22             | 40             | 38             |
| 4 or more persons -----        | 351                                   | 29             | 53             | 18             |
| \$6,000 or over -----          | 636                                   | 25             | 46             | 29             |
| 1 - 3 persons -----            | 361                                   | 23             | 44             | 33             |
| 4 or more persons -----        | 275                                   | 28             | 49             | 23             |

<sup>1/</sup> See explanation of levels of use, p. 34.

Table 24.--Summary of replies to: "Of these (NUMBER) eggs, how many do you use for breakfast?" (Asked of all homemakers)

|  | Family level<br>of egg use for breakfast <sup>1/</sup> |                |                |                |
|--|--|----------------|----------------|----------------|
|  | Cases  | Lower          | Middle         | Upper          |
|  | <u>Number</u>  | <u>Percent</u> | <u>Percent</u> | <u>Percent</u> |
| United States total -----                | 2,452  | 28             | 44             | 28             |
| Community size:                          |  |                |                |                |
| 1,000,000 or over -----                  | 735  | 33             | 44             | 23             |
| 2,500 - 999,999 -----                    | 907  | 30             | 47             | 23             |
| Under 2,500 -----                        | 810  | 22             | 41             | 37             |
| Homemaker's age and education:           |  |                |                |                |
| Under 35 years -----                     | 741  | 26             | 51             | 23             |
| Less than 12th grade -----               | 308  | 28             | 48             | 24             |
| 12th grade or more -----                 | 433  | 25             | 53             | 22             |
| 35 - 49 years -----                      | 779  | 26             | 49             | 25             |
| Less than 12th grade -----               | 393  | 26             | 49             | 25             |
| 12th grade or more -----                 | 386  | 26             | 49             | 25             |
| 50 years or over -----                   | 893  | 31             | 34             | 35             |
| Less than 12th grade -----               | 621  | 30             | 33             | 37             |
| 12th grade or more -----                 | 272  | 35             | 37             | 28             |
| Family income and size:                  |  |                |                |                |
| Under \$4,000 -----                      | 1,027  | 26             | 41             | 33             |
| 1 - 3 persons -----                      | 691  | 28             | 33             | 39             |
| 4 or more persons -----                  | 336  | 23             | 56             | 21             |
| \$4,000 - \$5,999 -----                  | 739  | 29             | 48             | 23             |
| 1 - 3 persons -----                      | 388  | 29             | 42             | 29             |
| 4 or more persons -----                  | 351  | 28             | 56             | 16             |
| \$6,000 or over -----                    | 636  | 29             | 47             | 24             |
| 1 - 3 persons -----                      | 361  | 29             | 42             | 29             |
| 4 or more persons -----                  | 275  | 29             | 53             | 18             |
| Family's level of egg use: <sup>1/</sup> |  |                |                |                |
| Lower -----                              | 591  | 72             | 28             | --             |
| Middle -----                             | 1,083  | 20             | 65             | 15             |
| Upper -----                              | 773  | 5              | 28             | 67             |

<sup>1/</sup> See explanation of levels of use, p. 34.

Table 25.--"You say you are using about (NUMBER) eggs a week during this time of year. Well, thinking back to 2 or 3 years ago, are you now using more, fewer, or about the same number of eggs?" (For uses other than baking) "What about your use of eggs in baking? Thinking back to 2 or 3 years ago, are you now using more, fewer, or about the same number of eggs for baking?" (Asked of all homemakers)

|                                |        | For uses other than baking |         |         |         |         |         | For baking  |         |         |                         |         |         |
|--------------------------------|--------|----------------------------|---------|---------|---------|---------|---------|-------------|---------|---------|-------------------------|---------|---------|
|                                |        | More                       |         |         | Fewer   |         |         | Same number |         |         | Don't know or no answer |         |         |
|                                |        | Percent                    | Percent | Percent | Percent | Percent | Percent | Percent     | Percent | Percent | Percent                 | Percent | Percent |
| Cases                          | Number | Percent                    | Percent | Percent | Percent | Percent | Percent | Percent     | Percent | Percent | Percent                 | Percent | Percent |
| United States total            | 2,452  | 28                         | 18      | 54      | 14      | 23      | 57      | 6           |         |         |                         |         |         |
| Community size:                |        |                            |         |         |         |         |         |             |         |         |                         |         |         |
| 1,000,000 or over              | 735    | 29                         | 18      | 52      | 1       | 23      | 57      | 8           |         |         |                         |         |         |
| 2,500 - 999,999                | 907    | 27                         | 19      | 54      | *       | 23      | 55      | 8           |         |         |                         |         |         |
| Under 2,500                    | 810    | 27                         | 18      | 55      | *       | 21      | 60      | 3           |         |         |                         |         |         |
| Homemaker's age and education: |        |                            |         |         |         |         |         |             |         |         |                         |         |         |
| Under 35 years                 | 741    | 56                         | 8       | 36      | *       | 12      | 49      | 13          |         |         |                         |         |         |
| Less than 12th grade           | 308    | 52                         | 13      | 34      | 1       | 15      | 50      | 7           |         |         |                         |         |         |
| 12th grade or more             | 433    | 57                         | 5       | 38      | *       | 10      | 49      | 16          |         |         |                         |         |         |
| 35 - 49 years                  | 779    | 22                         | 17      | 61      | *       | 23      | 62      | 2           |         |         |                         |         |         |
| Less than 12th grade           | 393    | 24                         | 20      | 56      | *       | 25      | 57      | 2           |         |         |                         |         |         |
| 12th grade or more             | 386    | 20                         | 15      | 65      | *       | 22      | 64      | 3           |         |         |                         |         |         |
| 50 years or over               | 893    | 10                         | 27      | 62      | 1       | 31      | 60      | 4           |         |         |                         |         |         |
| Less than 12th grade           | 621    | 11                         | 26      | 62      | 1       | 29      | 61      | 5           |         |         |                         |         |         |
| 12th grade or more             | 272    | 7                          | 30      | 63      | *       | 37      | 56      | 3           |         |         |                         |         |         |
| Family income and size:        |        |                            |         |         |         |         |         |             |         |         |                         |         |         |
| Under \$4,000                  | 1,027  | 25                         | 22      | 52      | 1       | 26      | 55      | 7           |         |         |                         |         |         |
| 1 - 3 persons                  | 691    | 15                         | 25      | 59      | 1       | 29      | 56      | 9           |         |         |                         |         |         |
| 4 or more persons              | 336    | 45                         | 15      | 39      | 1       | 21      | 52      | 3           |         |         |                         |         |         |
| \$4,000 - \$5,999              | 739    | 32                         | 15      | 53      | --      | 19      | 57      | 6           |         |         |                         |         |         |
| 1 - 3 persons                  | 388    | 21                         | 19      | 60      | --      | 22      | 62      | 9           |         |         |                         |         |         |
| 4 or more persons              | 351    | 45                         | 10      | 45      | --      | 15      | 53      | 2           |         |         |                         |         |         |
| \$6,000 or over                | 636    | 26                         | 16      | 58      | *       | 21      | 60      | 6           |         |         |                         |         |         |
| 1 - 3 persons                  | 361    | 15                         | 21      | 63      | 1       | 26      | 59      | 9           |         |         |                         |         |         |
| 4 or more persons              | 275    | 40                         | 11      | 49      | --      | 15      | 63      | 1           |         |         |                         |         |         |
| Family's level of egg use:     |        |                            |         |         |         |         |         |             |         |         |                         |         |         |
| Lower                          | 591    | 26                         | 25      | 48      | 1       | 26      | 53      | 9           |         |         |                         |         |         |
| Middle                         | 1,083  | 29                         | 16      | 55      | --      | 22      | 58      | 5           |         |         |                         |         |         |
| Upper                          | 773    | 27                         | 16      | 57      | --      | 20      | 61      | 5           |         |         |                         |         |         |

1/ Asterisks indicate less than 1 percent.

Table 26.--"Why is it that you are now using more eggs?" (Asked only of those home-makers who reported using more eggs than 2 or 3 years ago) 1/

|   | Now using more eggs for -- |         |
|---|----------------------------|---------|
|   | Uses other<br>than baking  | Baking  |
|   | Percent                    | Percent |
| Family larger now; new family unit -----        | 53                         | 34      |
| Children older and eat more -----               | 27                         | 35      |
| Family likes better now -----                   | 8                          | 3       |
| Less expensive now -----                        | 4                          | 1       |
| Family meal routines have changed -----         | 3                          | 4       |
| Have more time for cooking or baking now -----  | 3                          | 16      |
| Specified item on a restricted diet -----       | 3                          | --      |
| Raise own eggs now -----                        | 3                          | 3       |
| Have learned eggs are important to health ----- | 3                          | --      |
| Have learned new ways to use eggs -----         | 2                          | 5       |
| Doing more entertaining now -----               | --                         | 7       |
| Buy less baked goods now -----                  | --                         | 5       |
| Miscellaneous -----                             | 4                          | 3       |
| Don't know or no answer -----                   | 4                          | 7       |
|   | <hr/>                      | <hr/>   |
| Number of cases -----                           | 676                        | 346     |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 27.--"Why is it that you are now using fewer eggs?" (Asked only of those home-makers who reported using fewer eggs than 2 or 3 years ago) 1/

|   | Now using fewer eggs for -- |         |
|---|-----------------------------|---------|
|   | Uses other<br>than baking   | Baking  |
|   | Percent                     | Percent |
| Decrease in family size -----   | 52                          | 38      |
| Do not raise eggs now -----   | 11                          | 4       |
| Family doesn't like them as well now -----  | 9                           | 5       |
| Family member(s) concerned about effect on heart<br>or circulatory system -----                                   | 8                           | --      |
| Family member(s) has other physical condition<br>(allergies, etc.) which eggs or baked goods ag-<br>gravate ----- | 7                           | 10      |
| Too expensive -----   | 7                           | 4       |
| Family meal routines have changed -----   | 6                           | 1       |
| Have less time for cooking or baking -----  | 4                           | 17      |
| Family member(s) less active, eat less -----  | 4                           | 3       |
| Family member(s) overweight or weight conscious --  | 2                           | 5       |
| Using more baking mixes -----   | --                          | 17      |
| Buy more baked goods -----  | --                          | 8       |
| Not physically able to bake -----   | --                          | 3       |
| Do not have baking facilities -----   | --                          | 2       |
| Miscellaneous -----   | 3                           | 3       |
| Don't know or no answer -----   | 3                           | 9       |
|   | <hr/>                       | <hr/>   |
| Number of cases -----   | 446                         | 556     |

1/ Percentages add to more than 100 because some respondents gave more than one answer.



Table 28.--"Now let's talk about how you usually get your eggs. Please look at this card and tell me which one of the statements best describes what you do." (Asked of all homemakers)

|  | United States total | Community size    |                  |             |
|--|---------------------|-------------------|------------------|-------------|
|  |                     | 1,000,000 or over | 2,500 -- 999,999 | Under 2,500 |
|  | Percent             | Percent           | Percent          | Percent     |
| Produce all my own eggs all year                   | 10                  | 2                 | 1/*              | 28          |
| Produce some of my eggs; buy some of my eggs ----- | 4                   | 1                 | 1                | 10          |
| Buy all of my eggs all year ----                   | 84                  | 95                | 97               | 60          |
| Miscellaneous -----                                | 2                   | 2                 | 2                | 2           |
|  | <hr/>               | <hr/>             | <hr/>            | <hr/>       |
| Number of cases -----                              | 2,452               | 735               | 907              | 810         |

1/ Asterisks indicate less than 1 percent.

Table 29.--"When you buy eggs, do you usually get them at the same place you buy the bulk of your groceries or from some other place?" (If "other place") "Where do you usually buy your eggs?" (percentaged for all homemakers who buy eggs)

|   | United States total | Community size    |                  |             |
|---|---------------------|-------------------|------------------|-------------|
|   |                     | 1,000,000 or over | 2,500 -- 999,999 | Under 2,500 |
|   | Percent             | Percent           | Percent          | Percent     |
| Same place as bulk of groceries --        | 59                  | 61                | 60               | 55          |
| Different place -----                     | 41                  | 39                | 40               | 45          |
| Another store -----                       | 8                   | 11                | 9                | 5           |
| From farmer -----                         | 13                  | 11                | 11               | 17          |
| Delivered by egg man or huckster -----    | 12                  | 12                | 13               | 10          |
| Delivered by milkman -----                | 3                   | 3                 | 4                | 1           |
| From a relative, friend or neighbor ----- | 4                   | 1                 | 2                | 11          |
| Miscellaneous -----                       | 1                   | 1                 | 1                | 1           |
|   | <hr/>               | <hr/>             | <hr/>            | <hr/>       |
| Number of cases ----                      | 2,162               | 710               | 888              | 564         |

Table 30.--"Why do you usually buy eggs there rather than where you buy the bulk of your groceries?" (Asked of homemakers who buy eggs from different source than bulk of groceries) 1/

|   | <u>United States total</u> |
|---|----------------------------|
|   | <u>Percent</u>             |
| Fresher; sure they are fresh -----          | 76                         |
| They come directly from rural area -----    | 32                         |
| Cheaper -----                               | 23                         |
| More convenient to buy there -----          | 16                         |
| Know from experience they are good -----    | 15                         |
| Taste better -----                          | 9                          |
| Larger -----                                | 8                          |
| Approve of way hens are fed or housed ----- | 5                          |
| Better quality for other reasons -----      | 5                          |
| Miscellaneous -----                         | 2                          |
| Don't know or no answer -----               | <u>1</u>                   |
| Number of cases -----                       | 883                        |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 31.--"Why aren't the eggs where you buy the bulk of your groceries as good?" (Asked only of homemakers whose answers were concerned with freshness or quality as reasons for buying eggs from a different source) 1/

|  | <u>United States total</u> |
|--|----------------------------|
|  | <u>Percent</u>             |
| Can't tell how long they've been there -----                   | 31                         |
| Rather have eggs direct from source--sure they're fresh -----  | 20                         |
| May be from cold storage -----                                 | 11                         |
| Not as fresh because of time loss in packing or shipping ----- | 11                         |
| Eggs bought previously were bad -----                          | 9                          |
| Miscellaneous -----  | 2                          |
| They probably are just as good -----                           | 10                         |
| Don't know -----   | 2                          |
| No answer -----  | <u>15</u>                  |
| Number of cases -----  | 752                        |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 32.--"Where you usually get your eggs, are they in a refrigerated place when you buy them?" (Asked of all homemakers who buy eggs)

|                               | United States<br>total | Community size       |                    |                |
|-------------------------------|------------------------|----------------------|--------------------|----------------|
|                               |                        | 1,000,000<br>or over | 2,500--<br>999,999 | Under<br>2,500 |
|                               | Percent                | Percent              | Percent            | Percent        |
| Yes -----                     | 61                     | 62                   | 64                 | 55             |
| No -----                      | 30                     | 30                   | 25                 | 38             |
| Don't know or no answer ----- | 9                      | 8                    | 11                 | 7              |
|                               | <hr/>                  | <hr/>                | <hr/>              | <hr/>          |
| Number of cases -----         | 2,162                  | 710                  | 888                | 564            |

Table 33.--"Do you sometimes buy fewer eggs than you'd like to because you have trouble getting good-quality eggs?" (Asked of all homemakers who buy eggs)

|                       | United States<br>total | Community size       |                    |                |
|-----------------------|------------------------|----------------------|--------------------|----------------|
|                       |                        | 1,000,000<br>or over | 2,500--<br>999,999 | Under<br>2,500 |
|                       | Percent                | Percent              | Percent            | Percent        |
| Yes -----             | 8                      | 7                    | 9                  | 9              |
| No -----              | 92                     | 93                   | 91                 | 91             |
|                       | <hr/>                  | <hr/>                | <hr/>              | <hr/>          |
| Number of cases ----- | 2,162                  | 710                  | 888                | 564            |

Table 34.--"Have you recently gotten any eggs that you did not like for any reason?" (Asked of all homemakers who buy eggs)

|                       | United<br>States<br>total | Community size       |                    |                |
|-----------------------|---------------------------|----------------------|--------------------|----------------|
|                       |                           | 1,000,000<br>or over | 2,500--<br>999,999 | Under<br>2,500 |
|                       | Percent                   | Percent              | Percent            | Percent        |
| Yes -----             | 14                        | 16                   | 13                 | 12             |
| No -----              | 86                        | 84                   | 87                 | 88             |
|                       | <hr/>                     | <hr/>                | <hr/>              | <hr/>          |
| Number of cases ----- | 2,162                     | 710                  | 888                | 564            |

Table 35.--"What didn't you like about them?" (Asked of homemakers who had recently bought eggs they didn't like) 1/

|                                       | United States total |
|---------------------------------------|---------------------|
|                                       | Percent             |
| Blood spots -----                     | 20                  |
| Spoiled -----                         | 18                  |
| Tasted bad -----                      | 17                  |
| Yolk was broken or broke easily ----- | 17                  |
| Bad odor -----                        | 15                  |
| Too small -----                       | 13                  |
| Not fresh -----                       | 11                  |
| Discolored -----                      | 10                  |
| Whites not firm -----                 | 9                   |
| Yolk too pale -----                   | 3                   |
| Condition of shell -----              | 2                   |
| Miscellaneous -----                   | 3                   |
| No answer -----                       | 4                   |
|                                       | <hr/>               |
| Number of cases -----                 | 298                 |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 36.--"In picking out eggs to buy, what things do you consider important?" (Asked of all homemakers who buy eggs) 1/

|   | United States total |
|---|---------------------|
|   | Percent             |
| Size -----                                      | 63                  |
| Large -----                                     | 42                  |
| Medium -----                                    | 9                   |
| Size (general) -----                            | 11                  |
| Other size references -----                     | 4                   |
| Freshness -----                                 | 50                  |
| General references to freshness -----           | 41                  |
| Come direct from local source -----             | 3                   |
| Cartons stamped with date -----                 | 2                   |
| Other references to freshness -----             | 4                   |
| Appearance -----                                | 38                  |
| Color of shell -----                            | 25                  |
| Cleanliness of shell -----                      | 10                  |
| Textured shell, not shiny -----                 | 4                   |
| Shell in good condition -----                   | 4                   |
| Other appearance references -----               | 3                   |
| Grade -----                                     | 20                  |
| Prefer Grade A or AA -----                      | 16                  |
| Grade (general) -----                           | 3                   |
| Other references to grade -----                 | 1                   |
| Price -----                                     | 13                  |
| Brand -----                                     | 3                   |
| From hens that are properly fed or housed ----- | 3                   |
| Miscellaneous -----                             | 3                   |
| Don't know or no answer -----                   | 3                   |
|   | <hr/>               |
| Number of cases -----                           | 2,162               |

1/ Percentages (left column) may add to more than their subtotals (right column) and these may add to more than 100 because some respondents gave more than one answer.



Table 37.-- Attitude toward shell color, among homemakers who purchase eggs  
 (Based on voluntary references to color, or if color of the shell not men-  
 tioned, replies to: "How about the color of the shell -- is that important  
 to you or not?")

|   | United States total |    |
|---|---------------------|----|
|   | <u>Percent</u>      |    |
| Color of shell is <u>not</u> important -----                    |                     | 53 |
| Not important at all -----                                      | 51                  |    |
| Not important except want white at Easter for<br>coloring ----- | 2                   |    |
| Color of shell is important -----                               |                     | 46 |
| Prefer white -----  | 26                  |    |
| Prefer brown -----  | 18                  |    |
| Color choice determined by use -----                            | 1                   |    |
| Color choice important, but not specified -----                 | 1                   |    |
| Don't know or no answer -----                                   |                     | 1  |
|   | <hr/> <hr/>         |    |
| Number of cases -----   | 2,162               |    |

Table 38.--Reasons volunteered for shell color preference (percentaged for  
 homemakers who expressed a definite color choice) 1/

|                                | Prefer<br>white shell | Prefer<br>brown shell |
|--------------------------------|-----------------------|-----------------------|
|                                | <u>Percent</u>        | <u>Percent</u>        |
| No reason volunteered -----    | 53                    | 24                    |
| Reason(s) volunteered -----    | 47                    | 76                    |
| Appearance -----               | 16                    | 7                     |
| Taste better -----             | 13                    | 17                    |
| Yolk is lighter -----          | 6                     | --                    |
| Better quality -----           | 5                     | 5                     |
| Fresher -----                  | 2                     | 1                     |
| More food value -----          | 1                     | 24                    |
| Darker yolk -----              | 1                     | 23                    |
| Larger yolk, more firm -----   | 1                     | 3                     |
| Accustomed to this color ----- | 7                     | 4                     |
| Miscellaneous -----            | 3                     | 10                    |
|                                | <hr/> <hr/>           |                       |
| Number of cases -----          | 573                   | 391                   |

1/ Percentages add to more than 100 because some respondents gave more than  
 one reason.

Table 39.--"Are the eggs you buy graded or not?" (Asked of all homemakers who buy eggs)

|                                | Homemakers who say they -- |                    |                          |                |
|--------------------------------|----------------------------|--------------------|--------------------------|----------------|
|                                | Cases                      | Buy<br>graded eggs | Don't buy<br>graded eggs | Don't<br>know  |
|                                | <u>Number</u>              | <u>Percent</u>     | <u>Percent</u>           | <u>Percent</u> |
| United States total -----      | 2,162                      | 76                 | 15                       | 9              |
| Community size:                |                            |                    |                          |                |
| 1,000,000 or over -----        | 710                        | 87                 | 6                        | 7              |
| 2,500 - 999,999 -----          | 888                        | 77                 | 12                       | 11             |
| Under 2,500 -----              | 564                        | 61                 | 30                       | 9              |
| Homemaker's age and education: |                            |                    |                          |                |
| Under 35 years -----           | 684                        | 79                 | 12                       | 9              |
| Less than 12th grade -----     | 283                        | 74                 | 12                       | 14             |
| 12th grade or more -----       | 401                        | 82                 | 12                       | 6              |
| 35 - 49 years -----            | 697                        | 77                 | 14                       | 9              |
| Less than 12th grade -----     | 341                        | 73                 | 14                       | 13             |
| 12th grade or more -----       | 356                        | 82                 | 13                       | 5              |
| 50 years or over -----         | 747                        | 73                 | 18                       | 9              |
| Less than 12th grade -----     | 499                        | 70                 | 20                       | 10             |
| 12th grade or more -----       | 248                        | 76                 | 16                       | 8              |
| Family income and size:        |                            |                    |                          |                |
| Under \$4,000 -----            | 861                        | 71                 | 17                       | 12             |
| 1 - 3 persons -----            | 578                        | 71                 | 17                       | 12             |
| 4 or more persons -----        | 283                        | 71                 | 17                       | 12             |
| \$4,000 - \$5,999 -----        | 667                        | 77                 | 15                       | 8              |
| 1 - 3 persons -----            | 347                        | 80                 | 13                       | 7              |
| 4 or more persons -----        | 320                        | 76                 | 16                       | 8              |
| \$6,000 or over -----          | 586                        | 80                 | 13                       | 7              |
| 1 - 3 persons -----            | 334                        | 82                 | 11                       | 7              |
| 4 or more persons -----        | 252                        | 78                 | 15                       | 7              |

Table 40.--"In your opinion, who sets the standards for what grades the eggs should be called?" (Asked of all homemakers who buy eggs)

|                                | Cases<br>Number | U. S. Depart-<br>ment of<br>Agriculture |                  | Farmer<br>or<br>producer |         | Store<br>Percent | Miscel-<br>laneous |         | Don't know<br>or no<br>answer |
|--------------------------------|-----------------|---|------------------|--------------------------|---------|------------------|--------------------|---------|-------------------------------|
|                                |                 | Percent                                 | State<br>Percent | Percent                  | Percent |                  | Percent            | Percent |                               |
| United States total -----      | 2,162           | 41                                      | 10               | 4                        | 4       |                  | 6                  |         | 35                            |
| Community size:                |                 |   |                  |                          |         |                  |                    |         |                               |
| 1,000,000 or over -----        | 710             | 44                                      | 7                | 6                        | 4       |                  | 5                  |         | 34                            |
| 2,500 - 999,999 -----          | 888             | 38                                      | 11               | 3                        | 4       |                  | 7                  |         | 37                            |
| Under 2,500 -----              | 564             | 48                                      | 12               | 1                        | 4       |                  | 4                  |         | 31                            |
| Homemaker's age and education: |                 |   |                  |                          |         |                  |                    |         |                               |
| Under 35 years -----           | 684             | 45                                      | 8                | 4                        | 3       |                  | 7                  |         | 33                            |
| Less than 12th grade -----     | 283             | 34                                      | 10               | 5                        | 5       |                  | 5                  | 41      |                               |
| 12th grade or more -----       | 401             | 53                                      | 7                | 2                        | 2       |                  | 8                  | 28      |                               |
| 35 - 49 years -----            | 697             | 48                                      | 10               | 4                        | 4       |                  | 3                  |         | 31                            |
| Less than 12th grade -----     | 341             | 37                                      | 9                | 5                        | 5       |                  | 3                  | 41      |                               |
| 12th grade or more -----       | 356             | 58                                      | 12               | 3                        | 3       |                  | 3                  | 21      |                               |
| 50 years or over -----         | 747             | 35                                      | 10               | 4                        | 4       |                  | 7                  |         | 40                            |
| Less than 12th grade -----     | 499             | 28                                      | 10               | 4                        | 5       |                  | 7                  | 46      |                               |
| 12th grade or more -----       | 248             | 48                                      | 12               | 4                        | 2       |                  | 7                  | 27      |                               |
| Family income and size:        |                 |   |                  |                          |         |                  |                    |         |                               |
| Under \$4,000 -----            | 861             | 34                                      | 10               | 3                        | 5       |                  | 6                  |         | 42                            |
| 1 - 3 persons -----            | 578             | 34                                      | 10               | 3                        | 5       |                  | 6                  | 42      |                               |
| 4 or more persons -----        | 283             | 33                                      | 11               | 5                        | 4       |                  | 5                  | 42      |                               |
| \$4,000 - \$5,999 -----        | 667             | 42                                      | 11               | 4                        | 4       |                  | 6                  |         | 33                            |
| 1 - 3 persons -----            | 347             | 44                                      | 10               | 5                        | 3       |                  | 8                  | 30      |                               |
| 4 or more persons -----        | 320             | 40                                      | 12               | 2                        | 5       |                  | 5                  | 36      |                               |
| \$6,000 or over -----          | 586             | 55                                      | 9                | 4                        | 3       |                  | 4                  |         | 25                            |
| 1 - 3 persons -----            | 334             | 53                                      | 11               | 4                        | 4       |                  | 4                  | 24      |                               |
| 4 or more persons -----        | 252             | 58                                      | 6                | 4                        | 3       |                  | 4                  | 25      |                               |

Table 41.--"Let's take eggs labeled 'Grade A,' for example. In your opinion, what makes 'Grade A' eggs different from other eggs?" (Asked of all home-makers who buy eggs) 1/

|  | <u>United States total</u> |       |
|--|----------------------------|-------|
|  | <u>Percent</u>             |       |
| Size -----                                 |                            | 54    |
| Larger -----                               | 33                         |       |
| Uniform -----                              | 13                         |       |
| Weigh more -----                           | 7                          |       |
| Size (general) -----                       | 9                          |       |
| Other size references -----                | 2                          |       |
| Fresh, fresher -----                       |                            | 38    |
| Candled or inspected -----                 |                            | 20    |
| Best or better (way not specified) -----   |                            | 20    |
| Appearance -----                           |                            | 17    |
| Color of the shell -----                   | 6                          |       |
| Texture or quality of the shell -----      | 6                          |       |
| Cleaner shell -----                        | 6                          |       |
| Uniform shape -----                        | 3                          |       |
| Hens and eggs handled better on farm ----- |                            | 15    |
| Price -----                                |                            | 4     |
| Yolk is firm, good color -----             |                            | 4     |
| Miscellaneous -----                        |                            | 7     |
| Don't know and no answer -----             |                            | 8     |
|  | <hr/> <hr/>                |       |
| Number of cases -----                      |                            | 2,162 |

1/ Percentages (left column) add to more than their subtotals (right column) and these add to more than 100 because some respondents gave more than one answer.



Table 42.--"After you break open an egg, what kinds of things about it would make you hesitate to use it?" (Asked of all homemakers) 1/

|  | <u>United States total</u> |       |
|--|----------------------------|-------|
|  | <u>Percent</u>             |       |
| Presence of blood -----                            |                            | 70    |
| Spots -----  | 46                         |       |
| Streaks or stains -----                            | 27                         |       |
| Lack of firmness -----                             |                            | 56    |
| White and yellow mixed; yolk that breaks easily -- | 32                         |       |
| Yolk not firm -----                                | 12                         |       |
| Watery, runny white -----                          | 12                         |       |
| Entire contents watery, flatten out -----          | 11                         |       |
| Undesirable odor -----                             |                            | 48    |
| Discolorations -----                               |                            | 31    |
| Dark, discolored yolk -----                        | 13                         |       |
| Discolored, cloudy white -----                     | 10                         |       |
| General discoloration -----                        | 9                          |       |
| Pale yolk -----                                    | 3                          |       |
| Presence of spots -----                            |                            | 5     |
| Apparent fertile spot -----                        | 3                          |       |
| Spots on the yolk -----                            | 2                          |       |
| Indication that it is rotten -----                 |                            | 6     |
| Partially developed embryo -----                   |                            | 3     |
| Unusual thickness in whites -----                  |                            | 2     |
| Miscellaneous -----                                |                            | 5     |
| Don't know or no answer -----                      |                            | 1     |
|  |                            | <hr/> |
| Number of cases -----                              | 2,452                      |       |

1/ Percentages (left column) may add to more than their subtotals (right column) and these add to more than 100 because some respondents gave more than one answer.

Table 43.--"Do you always have some eggs in the house, or do you sometimes run out of them?" (Asked of all homemakers who buy eggs)

|                                | Cases<br>Number | Always<br>have some<br>Percent | Sometimes<br>run out<br>Percent |
|--------------------------------|-----------------|--------------------------------|---------------------------------|
| United States total -----      | 2,162           | 68                             | 32                              |
| Community size:                |                 |                                |                                 |
| 1,000,000 or over -----        | 710             | 75                             | 25                              |
| 2,500 - 999,999 -----          | 888             | 69                             | 31                              |
| Under 2,500 -----              | 564             | 59                             | 41                              |
| Homemaker's age and education: |                 |                                |                                 |
| Under 35 years -----           | 697             | 58                             | 42                              |
| Less than 12th grade -----     | 287             | 50                             | 50                              |
| 12th grade or more -----       | 410             | 64                             | 36                              |
| 35 - 49 years -----            | 703             | 67                             | 33                              |
| Less than 12th grade -----     | 343             | 63                             | 37                              |
| 12th grade or more -----       | 360             | 71                             | 29                              |
| 50 years or over -----         | 774             | 74                             | 26                              |
| Less than 12th grade -----     | 520             | 70                             | 30                              |
| 12th grade or more -----       | 254             | 83                             | 17                              |
| Family income and size:        |                 |                                |                                 |
| Under \$4,000 -----            | 889             | 60                             | 40                              |
| 1 - 3 persons -----            | 604             | 65                             | 35                              |
| 4 or more persons -----        | 285             | 48                             | 52                              |
| \$4,000 - \$5,999 -----        | 676             | 67                             | 33                              |
| 1 - 3 persons -----            | 356             | 73                             | 27                              |
| 4 or more persons -----        | 320             | 59                             | 41                              |
| \$6,000 or over -----          | 595             | 77                             | 23                              |
| 1 - 3 persons -----            | 339             | 79                             | 21                              |
| 4 or more persons -----        | 256             | 74                             | 26                              |
| Family's level of egg use:     |                 |                                |                                 |
| Lower -----                    | 563             | 61                             | 39                              |
| Middle -----                   | 1,023           | 68                             | 32                              |
| Upper -----                    | 618             | 71                             | 29                              |

Table 44.--"Have you heard or read anything lately about eggs and health?" (if yes) "In general, would what you heard or read make some people want to be sure to eat eggs or make them hesitate about eating eggs?" (percentaged for all homemakers)

|                                | Cases  | Hadn't heard<br>or read<br>anything<br>lately about<br>eggs<br>and health | Heard or read something<br>that would make some<br>people -- |                                     |
|--------------------------------|--------|---|--|-------------------------------------|
|                                |        |   | Want to<br>be sure<br>to eat<br>eggs                         | Hesitate<br>about<br>eating<br>eggs |
|                                | Number | Percent   | Percent  | Percent                             |
| United States total -----      | 2,452  | 80  | 13   | 7                                   |
| Community size:                |        |   |  |                                     |
| 1,000,000 or over -----        | 735    | 76  | 11   | 13                                  |
| 2,500 - 999,999 -----          | 907    | 79  | 15   | 6                                   |
| Under 2,500 -----              | 810    | 83  | 13   | 4                                   |
| Homemaker's age and education: |        |   |  |                                     |
| Under 35 years -----           | 741    | 82  | 12   | 6                                   |
| Less than 12th grade -----     | 308    | 87  | 10   | 3                                   |
| 12th grade or more -----       | 433    | 78  | 14   | 8                                   |
| 35 - 49 years -----            | 779    | 79  | 13   | 8                                   |
| Less than 12th grade -----     | 393    | 85  | 10   | 5                                   |
| 12th grade or more -----       | 386    | 72  | 16   | 12                                  |
| 50 years or over -----         | 893    | 79  | 13   | 8                                   |
| Less than 12th grade -----     | 621    | 84  | 11   | 5                                   |
| 12th grade or more -----       | 272    | 67  | 20   | 13                                  |
| Family income and size:        |        |   |  |                                     |
| Under \$4,000 -----            | 1,027  | 84  | 12   | 4                                   |
| 1 - 3 persons -----            | 691    | 84  | 11   | 5                                   |
| 4 or more persons -----        | 336    | 85  | 13   | 2                                   |
| \$4,000 - \$5,999 -----        | 739    | 79  | 14   | 7                                   |
| 1 - 3 persons -----            | 388    | 77  | 14   | 9                                   |
| 4 or more persons -----        | 351    | 81  | 14   | 5                                   |
| \$6,000 or over -----          | 636    | 72  | 15   | 13                                  |
| 1 - 3 persons -----            | 361    | 72  | 14   | 14                                  |
| 4 or more persons -----        | 275    | 72  | 16   | 12                                  |
| Family's level of egg use:     |        |   |  |                                     |
| Lower -----                    | 591    | 81  | 11   | 8                                   |
| Middle -----                   | 1,083  | 77  | 15   | 8                                   |
| Upper -----                    | 773    | 81  | 13   | 6                                   |

Table 45.--"What was it you heard or read (that would make some people want to be sure to eat eggs)?" (Asked only of those homemakers who had heard or read something favorable about eggs) 1/

|  | <u>United States total</u><br><u>Percent</u> |
|--|--|
| Nourishing, healthful food -----                     | 50   |
| Contain protein -----                                | 38   |
| Contain vitamins, minerals -----                     | 20   |
| Low in calorie content--useful in reducing diets --- | 11   |
| Important in diet of children -----                  | 9  |
| Menu or recipe suggestions -----                     | 7  |
| Diets for certain physical conditions require eggs - | 5  |
| Light, easily digested -----                         | 2  |
| Miscellaneous -----                                  | 3  |
| Don't know or no answer -----                        | 4  |
|  | <hr/>  |
| Number of cases -----                                | 320  |

1/ Percentages add to more than 100 because some respondents gave more than one answer.

Table 46.--"What was it you heard or read (that would make some people hesitate to eat eggs)?" (Asked only of homemakers who had heard or read something unfavorable about eggs) 1/

|   | <u>United States total</u><br><u>Percent</u> |
|---|--|
| May cause or aggravate diseases of the heart or<br>circulatory system ----- | 75   |
| Other physical ailments are aggravated by eggs -----                        | 15   |
| Other physical ailments are caused by eggs -----                            | 12   |
| Doctors advise not to eat them (reason not speci-<br>fied) -----            | 3  |
| Miscellaneous -----   | 3  |
| Don't know -----  | 1  |
|   | <hr/>  |
| Number of cases -----   | 179  |

1/ Percentages add to more than 100 because some respondents gave more than one answer.



## The Sample

The study plan called for a self-weighting probability sample of about 2,500 private households to be representative of all private households in the United States, distributed so that separate tabulations could be made for (a) metropolitan areas of 1,000,000 population or more (b) other urban, and (c) rural.

In designing the sample the entire area of the United States was first divided into two parts: (a) That portion of the population residing in standard metropolitan areas and (b) that portion of the population living outside of standard metropolitan areas. The stages of sampling that were followed are described below.

### I. Standard Metropolitan Areas

#### A. Selection of Metropolitan Area Sampling Units

Each of the 168 standard metropolitan areas, as defined by the Bureau of the Census for the 1950 Census of Population, constituted a sampling unit. These 168 sampling units were grouped into 22 strata on the basis of their population. The resulting distribution is shown below:

| <u>Population groupings of<br/>metropolitan area<br/>sampling units</u> | <u>Number of<br/>metropolitan areas<br/>in universe</u> | <u>Number of<br/>metropolitan area<br/>strata formed</u> |
|---|---|--|
| 2,000,000 and over  | 8   | 8  |
| 1,000,000 to 2,000,000  | 6   | 3  |
| 500,000 to 1,000,000  | 18  | 3  |
| 250,000 to 500,000  | 43  | 4  |
| 50,000 to 250,000   | 93  | 4  |
|   | <u>168</u>  | <u>22</u>  |

Each of the eight largest standard metropolitan areas forms a stratum consisting of only one standard metropolitan area. Each of these eight standard metropolitan areas was thus assured of representation in the final sample. The six standard metropolitan areas of 1,000,000 to 2,000,000 population were grouped into three strata of two standard metropolitan areas each, so that a tabulation of all interviews obtained in metropolitan areas of 1,000,000 or more could easily be made. In general, however, a stratum consisted of a group of standard metropolitan areas as much alike as possible with respect to geographic location and size of central city, and contained approximately the

same number of inhabitants. One standard metropolitan area was then selected from each stratum in such a way that the probability of selection of any one was proportionate to its 1950 population.

B. Selection of City and County Sampling Units Within Standard Metropolitan Areas

Within each sample metropolitan area, city 6/ and county 7/ sampling units were formed on the basis of population. This resulted in 35 city sampling unit groups and 23 county sampling unit groups being formed in the sample standard metropolitan areas. One city sampling unit was then selected for the sample from each city sampling group, with probability proportionate to its 1950 population. One county sampling unit was selected from each county sampling unit group by the same procedure.

II. Selection of City and County Sampling Units Within the Nonmetropolitan Areas

All city sampling units (cities having a population from 10,000 to 50,000) were grouped by multiples of State economic areas into seven strata so their sizes in terms of 1950 population were approximately equal. These State economic areas were established by the Bureau of the Census and are defined as follows:

"State economic areas are relatively homogeneous subdivisions of States. They consist of single counties or groups of counties which have similar economic and social characteristics. The boundaries of these areas have been drawn in such a way that each State is subdivided into a few parts, with each part having certain significant characteristics which distinguish it from the other areas which it adjoins. The 48 States have been subdivided into 501 State economic areas." 8/

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6/ City sampling units: Cities having a population of 10,000 people or more as defined by the Census.

7/ County sampling units: The county is used as the sampling unit for that part of the population living in urban places having less than 10,000 people, and in rural territory. When the term "county sampling unit" is used, it is understood to refer to only this part of the population.

8/ State Economic Areas, U. S. Department of Commerce, Bureau of the Census, 1951.

A listing of the city sampling units for each stratum was made, together with its 1950 population. One city sampling unit was then selected from each stratum with probability proportionate to its 1950 population.

The county sampling units (that portion of the county containing population living in urban places under 10,000 and in rural territory) were grouped into 31 strata of contiguous State economic areas. These strata were established so their sizes in terms of 1950 population were approximately equal. A listing was then made for each stratum of all county sampling units together with their 1950 population (that is, only the population residing in places under 10,000). One county sampling unit was then selected from each stratum, with probability proportionate to its 1950 population.

### III. Final Distribution of Metropolitan and Nonmetropolitan City and County Sampling Units by Size

The tabulation below shows the final distribution of metropolitan and non-metropolitan city and county sampling units by size.

| Type of<br>sampling unit       | Metropolitan<br>sampling units | Nonmetropolitan<br>sampling units | Total<br>sampling units |
|--------------------------------|--------------------------------|-----------------------------------|-------------------------|
| Cities of 1,000,000 and over   | 5                              |                                   | 5                       |
| Cities of 500,000 to 1,000,000 | 6                              |                                   | 6                       |
| Cities of 250,000 to 500,000   | 5                              |                                   | 5                       |
| Cities of 100,000 to 250,000   | 7                              |                                   | 7                       |
| Cities of 50,000 to 100,000    | 4                              |                                   | 4                       |
| Cities of 10,000 to 50,000     | 8                              | 7                                 | 15                      |
| County sampling units          | 23                             | 31                                | 54                      |
| TOTAL                          | 58                             | 38                                | 96                      |

### IV. Selection of Sample Segments

In city sampling units, where block statistics data were available, a segment consisted of a city block or combination of two or more blocks. The sample segments were selected with probability proportionate to the 1950 dwelling unit count.

For all other city and county sampling units, a complete listing of enumeration districts was obtained from the Bureau of the Census. Sample enumeration districts were selected with probability proportionate to the 1950 dwelling unit count. Each enumeration district was further subdivided, where necessary, into smaller segments, and one segment from each enumeration district was selected with equal probability.



## V. Selection of the Sample of Dwelling Units

Three hundred and thirteen prelisted segments were sampled with an average cluster of eight interviews per segment. The "half-open interval" technique was used to insure that new dwelling units constructed or formed since the original listing were included and given a chance to be drawn into the sample. Using this technique, the interviewer was required to add to the original listing the addresses of any dwelling units not appearing on the original list of dwelling units, and these had a chance of being selected for inclusion in the study.

A total of 2,452 homemakers were interviewed, representing an overall completion rate of 86.6 percent.

### Note on Sampling Error

The sampling error was computed for selected questions. The errors are given below:

| <u>Characteristics</u>   | <u>Percent of households reporting</u> | <u>Sampling error in percentage points</u> |
|--|--|--|
| Households that sometimes have eggs as a main dish at noon meals                                 | 43.6                                   | 2.00                                       |
| Households that sometimes have eggs as a main dish at evening meals                              | 49.9                                   | 2.00                                       |
| Eggs included by homemakers in a menu for a medium breakfast                                     | 70.5                                   | 2.50                                       |
| Homemakers selecting eggs over toasted white bread as being more healthful to have for breakfast | 90.9                                   | 1.20                                       |

On the basis of the computed errors, it can be stated, for example, that the odds are approximately 19 in 20 that the reported estimate that 43.6 percent of all households sometimes serve eggs as a main dish for noon meals is within 2.00 percentage points of the "true" figure.

It must be noted in reading the tables that the magnitude of the sampling error differs according to the size of the percentage being considered and the number of cases on which it is based.



With the exception of check-box material, office-record information, and free-answer space, the questionnaire used for this study is reproduced below.

We are making a survey for the Department of Agriculture, trying to find out some things about how people feel about their meals and the foods they eat.

#### SECTION A

- A-1. I'm going to ask about your family's use of certain foods a little later, but first of all, let's talk about breakfast in general. There seem to be three kinds of breakfasts—a large or substantial breakfast, a medium breakfast, and a small or very light breakfast. Here's a list of various breakfast foods. (HAND RESPONDENT CARD 1) Please look at this list and give me a menu you would call a large or substantial breakfast.
- A-2. Now look at the list again and give me a menu for what you would call a medium breakfast.
- A-3. And last, give me a menu for what you would call a small or very light breakfast.

[Content of Card 1-(NO "ORS" PERMITTED) ]

|                     |                            |                               |                       |
|---------------------|----------------------------|-------------------------------|-----------------------|
| Juice and/or fruit  | Meat (steaks, chops, etc.) | Fish                          | Coffee or tea         |
| Hot cereal          | Eggs - how many?           | Pastry, cake, pie             | Glass of milk         |
| Cold cereal         | Potatoes                   | Toast, bread, rolls, biscuits | Anything else - What? |
| Ham, bacon, sausage | Grits, rice                | Pancakes, waffles             |                       |

Now I'm going to show you some pictures of different kinds of people. (HAND PICTURES TO RESPONDENT.) I would like you to put them into three piles, according to how big a breakfast you think they should eat. The first pile will be those you think could eat just a small or very light breakfast. In the second pile, put those you think could eat a medium breakfast. In the third pile, put those you think should eat a large or substantial breakfast.

- A-4. Tell me the numbers on the pictures of those you think could eat just a small or light breakfast.
- A-5. Why do you think that this group of people could eat a small or very light breakfast?
- A-6. Now tell me the numbers on the pictures of those you think could eat just a medium breakfast.
- A-7. Now tell me the numbers on the pictures of those you think should eat a large or substantial breakfast.
- A-8. Why do you think that this group should eat a large or substantial breakfast?
- A-9. We have talked about what people ought to eat for breakfast. Now let's talk about eggs in particular, and the kinds of people who don't eat them regularly. On this card (HAND RESPONDENT CARD 2) we have listed several different kinds of people. Some of these people are much more likely not to eat eggs regularly than others. Which ones of these do you think would not eat eggs regularly for breakfast?

[Content of Card 2 ]

|                             |                     |                       |                        |
|-----------------------------|---------------------|-----------------------|------------------------|
| Men in their 50's or 60's   | Men in their 30's   | Boys around 15 or 16  | Children around 7 or 8 |
| Women in their 50's or 60's | Women in their 30's | Girls around 15 or 16 |                        |

- A-10. (ASK FOR EACH GROUP SELECTED) Why do you think        wouldn't eat eggs regularly for breakfast?
- A-11. (REFER BACK TO Q's. A-1, A-2, and A-3. IF RESPONDENT CHOSE EGGS FOR ANY OF THESE BREAKFASTS, ENTER AN "X" IN THE BOX OPPOSITE THE BREAKFAST OR BREAKFASTS BELOW.)

☐ Large or Substantial ☐ Medium ☐ Small or very light (applicable to A-11 & A-12)

- (ASK) I notice that you included eggs in the        breakfast(s). Why did you do this?
- A-12. (CHECK (boxes) BELOW THOSE BREAKFAST(S) FOR WHICH RESPONDENT DID NOT INCLUDE EGGS.)
- (ASK) I notice that you did not include eggs in the        breakfast(s). Why didn't you?
- A-13. Please look at this card. (HAND RESPONDENT CARD 3) On this card we have some foods listed two-at-a-time. What I would like you to do is to tell me which of the two you think is more healthful to have for breakfast. For example, which is more healthful to have for breakfast -- "hot cereals" or "cold cereals."

|  |   |  |  |  |
|--|---|--|--|--|
| Hot cereals or<br>Cold cereals         | Pancakes, waffles<br>or Eggs                | Toasted white bread<br>or Hot cereals            | Cold cereals or<br>Sweet rolls, pastry | Eggs or<br>Cold cereals                        |
| Eggs or<br>Toasted white bread         | Hot cereals or<br>Sweet rolls, pastry       | Hot cereals or<br>Eggs                           | Eggs or<br>Sweet rolls, pastry         | Cold cereals or<br>Pancakes, waffles           |
| Cold cereals or<br>Toasted white bread | Pancakes, waffles or<br>Sweet rolls, pastry | Sweet rolls, pastry<br>or Toasted white<br>bread | Pancakes, waffles<br>or Hot cereals    | Pancakes, waffles<br>or Toasted<br>white bread |

## SECTION B

I would like to talk with you about breakfast habits of members of your household. But first, I need to know who lives here--not their names, but in terms of relationship to you, such as "Husband," "Son," and so on.

B-1. (LIST HOUSEHOLD MEMBERS BELOW.)

B-2. Is there anyone who does not live here but who regularly eats breakfast here? (IF YES, LIST BELOW) (FOR PERSONS LISTED) B-3. Sex B-4. How old is (he) (she) (are you)?

I would now like some information about each person's breakfast. Consider coffee or juice as a breakfast.

(ASK FOR EACH PERSON LISTED) Does (he) (she) (do you) regularly eat breakfast here:

B-5. During the week, that is, Mondays through Fridays? B-6. On Saturdays? B-7. On Sundays?

(HAND RESPONDENT CARD 4) (FOR THOSE WHO EAT BREAKFAST) What does (he) (she) (do you) usually have for breakfast:

B-8. During the week? B-9. On Saturdays? B-10. On Sundays? [Content Card 4]

|                     |                            |                               |                       |
|---------------------|----------------------------|-------------------------------|-----------------------|
| Juice and/or fruit  | Meat (steaks, chops, etc.) | Pastry, cake, pie             | Glass of milk         |
| Hot cereal          | Eggs                       | Toast, bread, biscuits, rolls | Something else- What? |
| Cold cereal         | Grits, rice                | Pancakes, waffles             |                       |
| Ham, bacon, sausage | Fish                       | Coffee                        |                       |

B-11. (FOR EACH PERSON 2 YEARS OF AGE AND OVER WHO EATS BREAKFAST REGULARLY HERE DURING THE WEEK BUT DOES NOT EAT EGGS) Why is it that \_\_\_\_\_ does not usually eat eggs for breakfast during the week?

B-12. (ASK ONLY OF RESPONDENTS WITH CHILDREN 2-12 YEARS.) Some children seem to want to eat cereals for breakfast because of advertising on television or the prizes they can get -- does this happen with your child(ren)?

B-13. Well, in what ways are eggs most often prepared for breakfast?

B-14. During the week, does everyone who eats breakfast here eat at the same time or not?

B-15. How about on Saturdays? B-16. And on Sundays?

B-17. Who usually prepares breakfast during the week - Monday through Friday?

B-18. Who does this on Saturday? B-19. What about on Sundays?

B-20. Some people say eggs are too much trouble to fix for breakfast--how do you feel about that?

## SECTION C

We have finished talking about breakfast. Now I'd like to ask you more about your use of eggs.

C-1. Do you sometimes have eggs as a main dish at noon meals? (IF "NO" -- SKIP TO C-5)

C-2. (IF "YES") Why do you sometimes use eggs as a main dish for noon meals?

C-3. How do you prepare eggs when you use them as a main dish for noon meals?

C-4. Did you use eggs as a main dish at any noon meals during the past 7 days? (NOW SKIP TO C-6)

C-5. (IF "NO" TO C-1) Why is it that you don't sometimes use eggs as a main dish at noon meals?

C-6. (ASK EVERYONE) Do you sometimes have eggs as a main dish at evening meals? (IF "NO" -- SKIP TO C-10)

C-7. (IF "YES") Why do you sometimes use eggs as a main dish for evening meals?

C-8. How do you prepare eggs when you use them as a main dish at evening meals?

C-9. Did you use eggs as a main dish at any evening meal during the past 7 days? (NOW SKIP TO C-11)

C-10. (IF "NO" TO C-6) Why don't you sometimes use eggs as a main dish at evening meals?

C-11. (ASK EVERYONE) Do you ever poach any eggs (boil them out of the shell)? (IF "NO" -- SKIP TO C-13)

C-12. (IF "YES") About how many do you poach per week?

C-13. Do you sometimes use eggs in baking cakes or cookies or things like that? (IF "NO" -- SKIP TO C-15)

C-14. (IF "YES") Did you use eggs for baking in the past 7 days?

C-15. Well, thinking about all of the ways and times you have eggs--are there any things that you don't like so well about preparing and serving them? (IF "NO" -- SKIP TO C-17)

C-16. (IF "YES") What are these things?

C-17. Still thinking about all of the ways and times you have eggs, how many eggs do you use in a week during this time of year?

C-18. Of these (NUMBER) eggs, how many do you use for:

| Breakfast? | Main dishes at noon or evening meals? | Baking? | Cooking? |
|------------|---------------------------------------|---------|----------|
|------------|---------------------------------------|---------|----------|

C-19. You say you are using about (NUMBER) eggs a week during this time of year. Well, thinking back to 2 or 3 years ago, are you now using more, fewer, or about the same number of eggs? (IF "SAME

C-20. (IF "MORE" OR "FEWER") Why is it that you are now using (more) (fewer) eggs? NUMBER" -- SKIP TO C-21)

C-21. What about your use of eggs in baking. Thinking back to 2 or 3 years ago, are you now using more, fewer, or about the same number of eggs for baking? (IF "SAME NUMBER" -- SKIP TO SECTION D)

C-22. (IF "MORE" OR "FEWER") Why is it that you are now using (more) (fewer) eggs for baking?

SECTION D

D-1. Now let's talk about how you usually get your eggs. (HAND RESPONDENT CARD 5) Please look at this card and tell me which one of the statements best describes what you do.

[Content Card 5]

- |   |  |
|---|--|
| 1. Produce all my own eggs all year             | 3. Buy all of my eggs all year         |
| 2. Produce some of my eggs; buy some of my eggs | 4. Get my eggs in some other way. How? |

(IF PRODUCES OWN EGGS ALL YEAR -- SKIP TO D-18)

D-2. (IF EVER "BUYS" EGGS) When you buy eggs, do you usually get them at the same place you buy the bulk of your groceries or from some other place?

(IF SAME PLACE -- SKIP TO D-6)

D-3. (IF "DIFFERENT PLACE") Where do you usually buy your eggs?

D-4. Why do you usually buy eggs there rather than where you buy the bulk of your groceries?

D-5. (IF "FRESHNESS," "QUALITY" MENTIONED IN D-4) Why aren't the eggs where you buy the bulk of your groceries as good?

D-6. Where you usually get your eggs, are they in a refrigerated place when you buy them?

D-7. Do you sometimes buy fewer eggs than you'd like to because you have trouble getting good quality eggs? D-8. Comments:

D-9. Have you recently gotten any eggs that you did not like for any reason? (IF "NO" -- SKIP TO D-13)

D-10. (IF "YES") What didn't you like about them?

D-11. Did you get them where usually buy your eggs? (IF "YES" -- SKIP TO D-13)

D-12. (IF "NO") Where did you get them?

D-13. In picking out eggs to buy, what things do you consider important?

D-14. (IF COLOR OF SHELL NOT MENTIONED) How about the color of the shell - is that important to you or not?

D-15. Are the eggs you buy graded or not?

D-16. In your opinion, who sets the standards for what grades the eggs should be called?

D-17. Let's take eggs labeled "Grade A," for example. In your opinion, what makes "Grade A" eggs different from other eggs?

D-18. After you break open an egg, what kinds of things about it would make you hesitate to use it?

D-19. Where do you keep eggs in your home at this time of year?

D-20. Do you always have some eggs in the house, or do you sometimes run out of them?

SECTION E

E-1. Now, just one or two more things. Have you heard or read anything lately about eggs and health?

(IF "NO" -- SKIP TO E-4)

E-2 (IF "YES") In general, would what you heard or read make some people want to be sure to eat eggs or make them hesitate about eating eggs?

E-3. What was it you heard or read?

E-4. Is there anyone here in your family who is eating fewer eggs, or none at all, because of a doctor's suggestion or order? (If No-SKIP TO SECTION F)

E-5. (IF "YES") Who is this?

SECTION F

We will interview about 2,500 families in all parts of the United States on this survey. The information that homemakers like yourself give us will be published in a statistical report. For this report families will be grouped by such characteristics as education of homemaker, yearly income, and so on. Therefore, I need some information about you and your family.

F-1. Do you people own your home (apartment), do you rent, or is your home (apartment) provided as pay or as a gift?

F-2 (OMIT F-2 AND F-3 IF RESPONDENT IS HOUSEHOLD HEAD.) In what kind of industry or business is the head of the household employed?

F-3. What is his (her) occupation? F-4. Are you employed outside the home? (IF "NO" -- SKIP TO F-6)

F-5 (IF "YES") What is your occupation?

F-6. What was the highest grade you completed in school? - Elementary - 1 2 3 4 5 6 7 8  
High school - 9 10 11 12 -- College - 1 2 3 4

F-7. As I said before, we need to know the yearly income of each family we interview. Therefore, please look at this card, (HAND RESPONDENT CARD 6) and tell me in which of the income groups your total family income fell for the past 12 months before deduction for taxes.

CARD 6 - Income range: Under \$1,000 - \$10,000 or more

F-8. Race: (CHECK FROM OBSERVATION) - White -- Non-white.



















